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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII. NEW YORK, JULY 17, 1895.

No. 3.

CARLETON & KISSAM'S
NEW ILLUSTRATED
BOOK
"The Kind That Pays"
IS THE FINEST PUBLICATION
ON
STREET CAR
ADVERTISING
EVER ISSUED.
— • —
FOR COPIES ADDRESS:
CARLETON & KISSAM,
POSTAL TELEGRAPH BUILDING
BROADWAY & MURRAY ST.,
NEW YORK.



City People

Live in the country during the warm months. At least hundreds of thousands of them do.

They read the local country weeklies of the localities.

The advertiser not only talks to the regular country readers,

but to the city sojourners as well.

The local weekly is a great institution. It is unique ; it has no substitute.

It is the most profitable advertising medium for the all-the-year-round advertiser.

Returns per dollar invested are greater than can be secured from other classes of publications.

The papers are better and more thoroughly read.



In the New England, Middle and Southern States more than one million families read the 1450 local weeklies of the Atlantic Coast Lists.

Yearly advertising as low as quarter of a cent a line per paper per insertion.

One order, one electrotype does the business.
Catalogue for the asking.



ATLANTIC COAST LISTS,

134 Leonard Street,

New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, JULY 17, 1895.

No. 3.

HOW THE ATLANTA EXPOSITION IS BEING ADVERTISED.

By W. G. Cooper,

(Chief of the Department of Publicity and Promotion.)

I could tell this story in one word, system. Of course, it is a comprehensive system, designed to suit the case, but its success is largely due to the thorough manner in which it is carried into execution. This thoroughness is due mainly to the selection of competent and experienced men in this department.

At the outset this Exposition, like all national affairs of its kind, received a great advertisement in Congress when the appropriation was discussed. The friends of the measure had succeeded in enlisting the interest of many of the most distinguished orators in the different political parties, and the favorable comments of these gentlemen threw a flood of light on the young enterprise. Through the action of Congress it became a national affair, and afterward, through the friendly aid of the government in interesting other governments and in promoting the interests of the Exposition abroad, it was placed upon a broad, international plane.

I may say here that the United States Government is perhaps the greatest advertising agency on the face of the earth. It conducts a vast commercial propaganda, both through printed matter and through the personal efforts of its agents, situated in every part of the globe. At immense expense the government has placed these facilities within reach of the public, and those who know how to use them realize what a vast, potent machine has been built up. Thus, through the United States Government, the Atlanta Exposition has had a friend in every country where a friend is worth anything.

Early in the history of this work the aid of the great railroad corporations

was invoked. The railroads are among the largest, most persistent, most intelligent and most successful advertisers. Their good sense makes them pursue a broad policy of liberality in such matters. A distinguished gentleman once said, "Well regulated extravagance is the best economy." This is exemplified by systems of promotion so liberal as to appear magnificent, and this is the policy of some of the best railroads in the land. With all their liberality, however, they waste little and spend only where it pays to spend. With labyrinthian connections they place the good seed where it will fall on good ground, and never let it fall by the wayside. Every agent is, in a measure, trained for advertising, and every general passenger agent has an experience which would qualify him for a position in a great advertising agency. He is, in fact, an advertising agency in himself. It was the good fortune of the Exposition to have the friendship of this strong body of advertisers from the outset. A circular letter, sent out from the department of publicity to every general passenger agent in the country, brought home to him the fact that there was a common interest between the railroads and the Exposition. This letter had quick responses. The railroads distributed the advertising matter of the Exposition in a most effective manner in their respective territories, and in addition prepared matter of their own, bringing the enterprise home to the people along their lines with a force that nothing but the personal efforts of agents on the ground could have wielded.

The work through the press is, of course, the most important of all. The Exposition has enjoyed the friendship of the newspapers from the start. One of the first things done was to send the weekly notes to several thousand newspapers. Special articles on various subjects have been prepared and sent out from time to time, but it has been found that the most effective and most

acceptable form for general use is the paragraph. These paragraphs cover the various features of the work very briefly and are written with a view to making acceptable matter for the average editor. The news feature is made prominent, and advertising pure and simple is not used at all. In other words, we do not ask the editor to print anything simply as an advertisement of the Exposition, but give it to him in the form of news. The same ground is not covered twice, and we only take up facts as they occur or come in sight. This has given the notes that freshness which makes them acceptable to the editors.

In dealing with the newspapers the lists of the various directories were carefully gone over and classified. It was necessary to prepare matter especially for class journals, and different matter for different kinds of journals. To meet this demand the Exposition work was taken up by departments, and special letters, very much like syndicate letters, were prepared for journals especially interested in particular lines of work. In order to make the matter interesting and acceptable to their readers it was necessary to furnish good cuts. Where the quality of paper justified it, half-tone cuts were used; otherwise zinc etchings or ordinary newspaper cuts.

Where a newspaper or journal desired to devote considerable space to the Exposition, matter was prepared especially for the occasion. The smaller dailies were accommodated by preparing plate matter pages, which were quite popular. The larger dailies usually required material prepared exclusively for them, with special cuts. We usually furnished the material in concise form and left it to the editor to shape his article to suit himself; but on request the article was prepared in this office. In this way several hundred thousand words of special matter have been prepared by the department, in addition to the printed letters, syndicate matter and notes sent out.

The work through organizations has been very effective. The situation has been carefully studied and most of the great organizations of the country have been or will be used as channels of publicity. Most of the orders and associations are glad to get our material, especially pictures, and we have taken advantage of this friendly disposition

to advertise the Exposition. We have already seen very satisfactory results from this work. Several press associations have visited Atlanta and twenty-five or thirty will come to see the fair during October. The Washington correspondents were the guests of the management in May and did the Exposition great good.

We are using lithographs freely in the adjacent cities and towns and along the railroads, and within the last thirty days prior to the opening we expect to do a good deal of circus work. We find it easiest and most effective to use regularly constituted channels of publicity and have risked little on doubtful experiments. Not having an unlimited fund we have sought to make one dollar go the length of three, and have come near doing it. The event comes at an opportune time, the public is partial to Atlanta, and we can see the result of almost every item of expenditure. With more money to spend more publicity could be had, but for the amount expended we feel that results are as large as we could ask. Furthermore, they are increasing in geometrical ratio, and our work is only well begun. We expect to continue and increase it to the last day.

REACHING BOOKISH PEOPLE.

The articles in *PRINTERS' INK* on the subject of book advertising have been confined to a consideration of ads suitable to advertise books, without any reference whatever to the media available for advertising them. That part of the subject I propose to take up.

Whether the newspapers are profitable media for reaching people interested in literature is a mooted question. The newspaper which gives no prominence to "book news" is probably a poor medium for the insertion of book advertisements. But where a newspaper gives special attention to book reviews, it is fair to assume that the excellence of these reviews attracts at least a sufficient number of book readers to the newspaper to make it a "book medium" worth considering. For example, the book reviews of Mayo W. Hazeltine, in the New York *Sunday Sun*, scholarly and thorough productions as they are, must attract that class of readers who believe, with Gladstone, that next to the pleasure of reading a good book is

that of reading an appreciative and conscientious review of it. The *New York Times* on Mondays, and the *Mail and Express* and the *Evening Post* on Saturdays, contain exceedingly well-written reviews, and what is true of these *New York* newspapers in this respect is true of a large number of others. It may be set down as a fact that where a newspaper devotes considerable attention to books or news of books, it will have a bookish constituency, and that the higher the literary character of these reviews the higher will be the taste and literary character of that part of the newspaper's constituency devoted to books.

The reviews, both weekly and monthly, offer an excellent medium for advertising books. Publications on the style of the *Nation* must be assumed to be profitable for book advertising. Monthlies resembling the *Forum* or the *Arena* are probably equally so. Whether the ordinary monthly is a profitable medium for reaching bookish people is, to me, doubtful. These magazines are "newspapery" in the extreme, and persons who get into the habit of reading them regularly are apt to lack that power of concentration which is necessary to the reading of books. Magazines, however, in the style of *Harper's* or the *Atlantic* are, possibly, the best media for ads of books. Particularly is this true of the *Atlantic*. No other monthly magazine has the exquisite literary flavor of this old-time publication; no other has so bookish a circle of readers; no other—not even *Harper's*—has so steadfastly adhered to its ideal of being a magazine, and not a picture book. Clearly the *Atlantic*, and next to it *Harper's*, are the best book mediums amongst the popular monthlies.

Publications that exclusively reach people interested in books are naturally the most excellent media. The fact that some periodicals of this kind are "house organs" hardly affects their value as advertising media, since most of them have a large paid circulation.

Possibly it might be interesting for some future writer on this subject to give us an insight into the relative merits of various publications for reaching people of bookish inclinations. At present book advertising is yet in short clothes, and the relative merits of the various kinds of media are not yet very clearly defined.

G. T. C.

AN INTERVIEW WITH "HOTE."

By Speedland.

C. S. Houghtaling, better known as "Hote," prides himself upon having been identified with nearly every large advertising success in this country. He started in the sign-painting business a poor boy, and his strong individuality, and vigorous, aggressive, energetic methods have hewed out a success such as entitles him to his pet title, "the king of display."

He first covered the continent for Drake's Plantation Bitters and Helmbold's Buchu, and has since worked for Hood, Armour, Pabst, Lorillard, Warner, the Vogeler Co., etc

As a solicitor he is a marked success and gives for the benefit of PRINTERS' INK's readers his reasons and methods, the keynote of it all being originality and lucidity.

He regards the scheme of creation as affording media for him to emblazon with signs—all the world's a bulletin board—and his contempt for such halls of learning as Yale and Harvard is profound, except as the buildings offer so many square feet of most desirable space.

"Originality is what yanked the persimmon in my case," Hote said. "Originality, purity, paint and self-advertising. When I started in I made myself most thoroughly familiar with routes, prices and localities—an encyclopedia of my business, highway literature. When I got sure of what I was to talk about, I opened my head.

"I go into an advertiser. He is the congregation and I am the parson. See? I take my text—Advertising; how to get your name up. No secondly or thirdly, and I'm pretty sure to have him on the anxious seat in a few minutes, and I don't often have to go a second time to make a conversion. That's it. I talk red hot stuff—how much it will cost and how my highway literature will make him rich and famous.

"My advertisements bring me business, because they're short and original. Some folks says they ain't no good, but they scoop contracts for me, just the same. And that's what ads are for, hey?

"Here are some of my trade bringers. No chestnuts among them:

Hote paints signs for known people. People that you know—know by their signs—signs that Hote paints.

Hote paints no dead things. Everything alive.

Bark, Bark, Bark. I've been barking at you for the past twenty years, constantly telling you, by illustrations and cold type, that when you want to get your name up—send for me. But you don't send. You wait until I come around and force me to talk and jolly you along, until you really discover that the way to advertise and get your name up is my way—"Hotes" Signs.

"That's a dandy. Write that way and you'll clinch 'em.

"A man can only make a success of one business in life, and he's got to hustle to do that. My business is American Art by the yard, furlong or mile, and my signs are like porous plasters—they draw. I make them blaze right out—quick, easy readers—eye-burners. Why, I change the names of towns and villages to the name of the patent medicine I work for. Then if the work is followed by good newspaper advertising, success tumbles right into the advertiser's lap."

"But suppose the advertising does not pay?" asked the scribe. "My feeble intellect can grasp the notion that occasionally success can't be compelled even by your eye-burning, ear-splitting, hair-raising signs."

"Then the stuff that's advertised ain't worth a damn, and the advertiser is barking up the wrong tree. I learned to paint signs and also learned what sections of the country will buy certain goods, and I tell the advertiser this. If he don't pay any attention, that ain't my fault. If he will advertise goods where they won't sell, he's furnishing the corpse and paying the funeral expenses.

"Now, to show about localities; whisky, for instance. In the South they drink and want a bourbon. I drink rye. In the Northwest rye is largely used, and the New York, Philadelphia and Baltimore markets demand rye almost altogether.

"Tobacco, too, is the same. Western New York, Ohio, Michigan and Illinois people chew fine cut. I chew plug now. I was brought up on fine cut, but have been educated off from it. New England and the West want plug tobacco, and in the West a high-flavored plug goes best. The South is being worked lately, and it's a great country. My force of expert artists and route-couriers are changing the character of the South—civilizing it. My signs are the greatest promulgators and educators of the negro. He has a natural bent for learning, and he sits on a fence down South and stares at my magnificent flesh-colored cedar,

tongue and grooved attractive bulletin boards and learns his pronouns, parts of speech and vowels."

"You have competitors of course?" I questioned.

"Yes, but they don't do enough to be objectionable. I'm in the wholesale business. The man that does the retail is always just around the corner. I keep all others off my band-wagon, for I'm the king of display. I'm playing ball and stand on the base; the other fellows are in the outfield. I use, every year, four hundred tons of white lead for the admiring gaze of the American native, and without me your railroad journeys would be so monotonous that no one would travel. Chauncey Depew and those fellows can thank me for inducing people to ride over their railroads.

"The point of success is self-advertising. I say this for the public good. When a man wants to do sign advertising I'm the first thought of. This is why: If Hote shows marked ability to advertise himself, why ain't Hote the best man to employ when an advertiser wants a similar line of service? Here's a letter I got this morning from a magazine publisher: 'Please call and see the writer at your earliest convenience, and be prepared to talk biz!'

"I will approach the gent that wrote that and tell him he's done the most sensible thing of his life to send for me. The man that sends for me is cutting across lots and has struck a bee-line for the factor that he requires.

"The dull, dead posters that are hard to read, that the magazines put out, make me tired. It's waste of money. The Century Co. sticks up pictures of a Napoleon hit by a club, riding on a horse struck by lightning. Scribners stick up an outline sketch of some second-hand Roman, which may be æsthetic, but none of them get bold, aggressive readers and illustrations out, like Hires' Root Beer.

"Good sign work must be bold, aggressive, argumentative advertising—prominent, permanent reminders."

O, GIVE me a wife, cried the young man wise,
Who reads what the merchants advertise,
She'll spend my money with excellent skill
And my life with happiness fill.

A MAIDEN fair had a beau most dear;
In fact he was idolized,
And his commercial standing was highly commanding,
For he always advertised.



In every business there's a "dull season," but should there to be one in advertising? Ought not the wide-awake merchant keep his *name* and his *wares constantly* before the public? We think he should. If he advertises in

The Sun

of New York his object is accomplished.



No City Like Washington

so far as regards its newspapers and its advertising. You can cover no city so completely and effectively with one paper as you can the City of Washington by use of

THE EVENING ...STAR...

which reaches eighty-two per cent of all the occupied houses. THE EVENING STAR's "short" advertisements prove its advertising value and leadership. It contains more of these small announcements than all the other Washington papers combined.

EASTERN AGENT—L. R. HAMERSLY,

49 POTTER BUILDING, NEW YORK.



Listen
to
Reason

In making the selection of a paper to carry your advertising in Cleveland, would it not be wise to follow in the footsteps of the shrewdest business men in that city? THE WORLD carries more financial advertising than any other daily between New York and Chicago. Financial men generally know what they are about.

The Cleveland ...World...

Daily, 40,000. Sunday, 30,000.

The figures represent the number of copies printed and sold—there are no returns. Send and get a copy of the WORLD—look it over—see the kind of advertisements it carries—observe the general style of the paper—its well written news articles—after you have done this we are satisfied you will

Use The Cleveland World,

ROBERT P. PORTER, PUBLISHER.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

TRIBUNE BUILDING,
NEW YORK.

THE ROOKERY,
CHICAGO.

The Printers' Ink— ..Vase..



The terms of the competition for the *Printers' Ink Vase* are as follows:

A.

The ad-smith desiring to compete shall prepare an advertisement, such as he believes calculated to cause a reader to become possessed with a desire to subscribe for *Printers' Ink*—The Little Schoolmaster in the Art of Advertising.

B.

He shall cause the advertisement that he has prepared to be inserted in some newspaper or periodical. It does not matter in what paper or periodical it appears, who owns it, or what its circulation or influence; the only point insisted upon is that the ad-smith who prepares the advertisement shall cause it to be inserted in a newspaper or periodical of some sort.

C.

The ad-smith competing shall send by mail a marked copy of the periodical in which he has caused the advertisement prepared by him to appear, said copy to be addressed simply *Printers' Ink*, No. 10 Spruce St., New York.

D.

The ad-smith shall also cut out a copy of the advertisement prepared by him and send it in a sealed envelope, under letter postage, addressed to the editor of *Printers' Ink*, together with his own name and address, and the name and date of issue of the paper or periodical in which the advertisement has appeared.

E.

The editor of *Printers' Ink* will, on his part, receive the advertisements and papers sent as above and take due note of each.

F.

In acknowledgment of and partial payment for such advertisement submitted, a coupon shall be sent to the ad-smith by return mail, good for a copy of *Printers' Ink* to be sent for one year to any person whose name is written across the back of the coupon when returned for redemption.

SAMPLE.

**Good to Bearer
FOR Two Dollars.**

Payable, if presented before January 1st, 1896, by a year's subscription to

PRINTERS' INK,

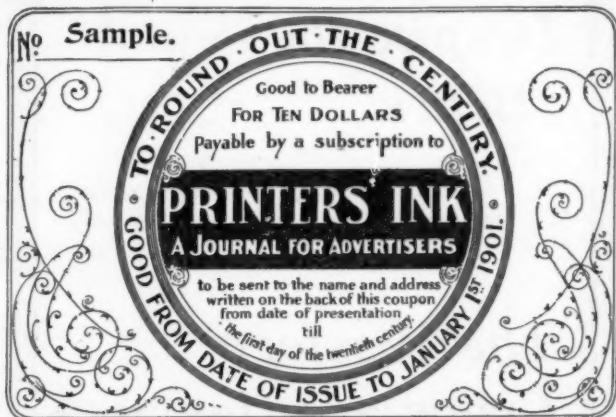
A Journal for Advertisers.

To be sent to the name and address written on the back of this due bill.

Void if not presented at the office of **PRINTERS' INK**, No. 10 Spruce St., New York, within the time specified.

G.

In *Printers' Ink* for Wednesday, August 7, the best advertisement that has been submitted up to date of going to press will be reproduced, together with the name of the ad-smith by whom it was prepared; the name and date of the paper in which it appeared will also be stated, and two cou-



pons, each good for a five years' paid-in-advance subscription to *Printers' Ink*, will then be mailed, one to the ad-smith and the other to the advertising manager of the paper in which the advertisement had insertion.

H.

In the issue of *Printers' Ink* for August 14 a second advertisement will be reproduced, and another in the issue of August 21, 28, September 4, 11, 18, 25, October 2, 9, 16, 23, 30, November 6, 13, 20, 27, December 4, 11; and with the appearance of each of these issues, two coupons, each good for five years' subscription to *Printers' Ink* to any address written on the back of the coupon when returned for redemption, will be duly forwarded, one being for the writer of the advertisement for that week and the other for the business manager of the paper or periodical in which it appeared.

I.

In the third issue in December (December 18) there will be published in *Printers' Ink* the names and addresses of all the ad-smiths who have produced the advertisement thought best for each one of the nineteen weeks, and half-tone portraits will be exhibited of the twelve ad-smiths who are adjudged to have produced the best twelve advertisements, out of all that shall, up to that time, have been submitted; and to each one of these ad-smiths shall be forwarded a *Printers' Ink* Souvenir Spoon, together with a letter, signed by the editor of *Printers' Ink*, setting forth the story of the competition.

J.

Of the twelve papers or periodicals in which these best twelve advertisements appeared the six that are credited with the largest circulation in the American Newspaper Directory (1896) shall each be entitled to a full-page advertisement in *Printers' Ink*, to be used when wanted (before April 1st, 1896), free of charge.

K.

In the issue of *Printers' Ink* for December 25th the advertisement which is thought to be the best of all shall be reproduced, together with the name of the ad-smith who constructed it and the paper in which it appeared, and

On that date

The

Printers' Ink Vase,
Suitably Inscribed.

Will be forwarded to the ad-smith
Who shall have thus been

Shown to be

Entitled to

Receive it.

Every ad-smith will make up his advertisement in his own way, will give it such space and display as he sees fit. Every competitor will be entitled to a year's subscription to *Printers' Ink*, as part pay for his advertisement, even if he does fail to secure the Vase, and two five years' subscription coupons go for the best advertisement submitted during each of the nineteen weeks over which the competition extends.

The story of the competition already decided is told in an 80-page circular which will be mailed free to any applicant. The advertisements reproduced in it illustrate the plan and furnish some idea as to what arguments may be brought to bear to make it plain that

Every business man

Should

Subscribe for *Printers' Ink*.

For pamphlet and further information address


PRINTERS' INK, 10 Spruce St., N. Y. City.

Despite the "Bears"

and their imaginary frosts, snow storms,
droughts, floods, swarms of grasshoppers,
and other fairy stories, it is a fact that

The Western Crops are Heavy

Means more money to spend. The best and
safest way to get your share is to advertise
in the

*Best Paper in
St. Paul* 

The Globe



Eastern Office—517-518 Temple Court, New York.

C. E. ELLIS, Manager.

**"There's
No Smoke—**

**..... Without
Some Fire."**

An old saying but wrong this time. The

Philadelphia ...Item...

has an unlimited amount of "fire" back of it, but it produces no smoky, hazy, dim results. It has an inexhaustible amount of energy, push and vim, which have brought it to the front rank of journalism.

It's the leading Philadelphia daily, with a proven circulation of 190,000 copies daily, an average of five daily readers to each copy, making 950,000 readers daily. A modern, progressive newspaper in all that the terms imply, and an advertising medium far above any other Philadelphia daily. No exaggeration here. Facts indisputable. Consult me.

S. C. BECKWITH, Sole Agent.

NEW YORK—Tribune Building.

CHICAGO—The Rookery.

"The Yellow Rose of Texas."

A State of Romances.

A State of Surprises.

A State With a History.

Once a Republic.

Now a Great Commonwealth.

ALWAYS a Kingdom.



...The...

Fort Worth Gazette

Covering North, Central and West Texas perfectly
with its various editions of Daily, Sunday and
Weekly. Fully abreast of the times.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

Tribune Building, New York.

The Rookery, Chicago.

TO PUNISH PIRATES.

From the St. Louis Republic.

The two suits entered in the United States Circuit Court Wednesday by Charles I. Hood and the Wells & Richardson Company vs. the Allan-Pfeiffer Manufacturing Company of St. Louis, to enjoin it from infringing the trade-mark of Hood's Sarsaparilla by using the name Hodd's Sarsaparilla, and Paine's Celery Compound under the name of Haine's Celery Compound, brings to light the fact that there are quite a number of similar articles being put upon the market under guise of the names of well-known advertisers.

In the case of the imitation of the wrapper used by Hood on his sarsaparilla the ingenuity of the defendant is shown. Instead of Hood's it is Hodd's. The wrappers are copied exactly; the style of type used re-

lot of druggists who don't care for their business reputations.

A buyer for a prominent wholesale drug house was asked yesterday to what extent this substitution had grown. He readily replied that it was appalling.

"Take, for instance, the names celery compound, sarsaparilla, syrup of figs, fruit salts, castoria and little liver pills. They are all fanciful names," he said. "They have been made prominent by the immense amount of money spent in advertising their merits. If these names had not been advertised, no one would care to put up similar compounds. Before Hood and Ayer advertised their sarsaparilla there was no demand for sarsaparilla.

"Hood and Ayer made the demand for all liquid sarsaparilla, but to-day there are hundreds of sarsaparillas on the market. It

is the same with Paine's Celery Compound. The Wells & Richardson Company has built up a demand for celery compound. It has spent thousands of dollars to advertise the name.

"All these formulas are nothing more than good prescriptions given by prominent physicians and put up under fanciful names, and they possess genuine merit. Their fame attracts unscrupulous chemists, who copy the reading matter of the genuine articles, and attempt to imitate the cartoons on the wrapper. The shady druggists handle the spurious goods because there is a large margin of profit to them. They never consider that Hood or the Wells & Richardson Company brought the customer to the druggists' counters through their advertisements; neither do they care. They don't know the formula of the medicine and make no inquiries. Sooner or later such business methods will kill their trade.

"It is because of the advertising of the genuine that pirates spring up. The wholesale druggists regard these pirates as thieves. It is the same as stealing another man's goods. If the manufacturers didn't advertise, these pirates would not be able to dispose of their stock. This evil has grown to such proportions that the advertisers have employed men in all the large cities to seek out and prosecute to the full extent of the law all of these pirates. The proprietors of Castoria, Syrup of Figs, Ayer's Sarsaparilla, Paine's Celery Compound, Hood's Sarsaparilla and Carter's Little Liver Pills have banded together to protect

their trade from piracy and plunder.

"As a sample of another evil, a box of pills is called Carter's Cascara Pills—purely vegetable liver pills. A few days ago a man of about 35 years came in here and introduced himself as Carter, and wanted us to handle his pills. We refused, because we do not believe he has the right to put up small liver pills under the name of Carter. He said that that was his name, and he had the right to use it. Probably he has, but no wholesale druggist will use his goods put up under the name of Carter. I suppose he will try to deal direct with druggists who are willing to use his goods and sell them in place of Carter's Little Liver Pills.

"You will notice that Carter's Little Liver Pills have the words 'purely vegetable' on the wrapper, which you will also find on the

HOOD'S
COMPOUND EXTRACT
SARSAPARILLA

THIS Preparation contains in its composition the essential properties of
**THE MOST APPROVED
 ALTERNATIVE TONIC AND
 BLOOD-PURIFYING REMEDY
 OF THE VEGETABLE
 KINGDOM.**

Removes the skin and the impurities of the blood. It cures all skin diseases, such as eczema, psoriasis, and all other skin diseases. It also cures all blood diseases, such as anemia, chlorosis, and all other blood diseases. It is a powerful purifier of the blood and a tonic for the system.

Prepared solely by
C. I. HOOD & CO.
 Lowell, Mass.

Price, One Dollar.

HODD'S
Compound
Extract of
SARSAPARILLA
WITH
IODIDES

**SKIN and BLOOD
REMEDY.**

BEST REMEDY FOR
 PIMPLES, PUSTULES, TETTER OR SALT RHEUM,
 BLITCHES, TUNICIS, SORES, RING WORM,
 WITKINS, SCALDS AND STYCHES.

POWERFUL PURIFIER OF THE BLOOD
 cures all skin diseases, such as eczema, psoriasis, and all other skin diseases. It also cures all blood diseases, such as anemia, chlorosis, and all other blood diseases. It is a powerful purifier of the blood and a tonic for the system.

Prepared by
**SARSAPARILLA, YELLOW DOCK,
 STILLINGIA, FRICKLY AKE,
 POWDER, POTASSIUM AND IRON.**

100-FULL DOSES-100

Dr. Raymond Chemical Co
 NEW YORK, N. Y.

sembles the other so closely that none but an experienced buyer would detect the difference. The wording of the circulars and the covers is the same in English and German. It is equally so with the celery compound. The lithograph cartoon is similar and the wrapper is exactly copied with the exception that the letter H is substituted for P, and that the words "compound extract of celery" instead of "celery compound" are used. The directions on the bottle are copied word for word and in both languages.

The Hodd's and Haine's counterfeits, or substitutions for Hood's and Paine's, are fair samples of this business, which is threatening the trade. Spurious goods are offered for sale at a discount of 50 per cent from the price of the genuine article. The goods are sold direct to the retail trade. They find a

Chicago Carter's wrapper, and you will find a similarity of wording throughout.

"Carter's liver pills were the first small pill put up under the name of Little Liver Pills. Its owners have spent much money in advertising them, and we feel that no other man has the right to palm off little liver pills under the name of Carter's.

"There is another mode of cheating the genuine manufacturer. A pirate will put up one or two goods, like sarsaparilla, for instance. He will go to these retail druggists who are willing to handle spurious goods, and offer to put their names on the bottle, making it read, Jones', Smith's or Williams' sarsaparilla. Then the druggist will sell this cheap compound as his own make and recommend it as superior to the genuine. With pills and compounds, the same game is worked. The pirates get a market for their cheap goods, the dishonest retailer makes a bigger margin of profit, and the legitimate manufacturers, whose advertisements brought the customers to the drug stores, are robbed of the fruits of their enterprise. This applies only to small, dishonest druggists. There are some large firms putting up preparations of merit under their own names and do not substitute.

"This substitution of spurious and fraudulent medicines for the genuine must be stopped. The pirates who counterfeit trademarks will be prosecuted and some steps will

made to imitate as closely as possible the genuine wrappers. The form, the cartoon and the type used are as near alike as possible. The substitution of letters in the titles only is different. The reading matter and directions are nearly the same.



In the case of Carter's pills, however, there is no imitation of the wrappers, but the reading is in some manner in the same tenor. The genuine wrapper is red, while Carter's Cascara Pills have blue labels. The sole objection to these goods is the word "Carter," and as the manufacturer claims that his name is W. H. Carter, he may have the right to couple his name with the pills, but, as stated, the wholesalers will not handle the article, as they believe morally he has no right to attempt to sell little liver pills under that name.

The suits will be heard Saturday by Judge Thayer. The plaintiffs demand an order enjoining the defendants from infringing their trade-mark and also want an accounting of all profits accruing from the alleged piracy. A temporary injunction has been issued.

A GOOD PATENT MEDICINE.

Mrs. Herman Sorden, of Stockley, Del., recently saw in the advertisement of a patent medicine a testimonial signed by her father, whom she had not seen or heard of since she was a small girl. His address was a little town in Indiana. She wrote to him asking him to come to Delaware, and he replied he would do so and that on his arrival at Stockley Friday she would know him by the fact that he would carry a cane and a red handkerchief in his hand. The man with the cane and red handkerchief arrived at the appointed time and Mrs. Sorden and her father had an affecting reunion.—*Commercial Union*.

NOT NECESSARY TO DISPLAY.

The idea that capitals are necessary to display is absolutely erroneous. The size and the shape of a letter has a great deal more to do with it. The white space used above, below and around the catch-lines and the display-lines has just as much to do with it.

The fact is, we read lower-case more easily, more pleasurably, more swiftly than we do upper-case, because the eye has been trained, is being trained all the time, to read lower-case, and has little or no training at all in reading upper-case.

Ninety-nine per cent of all the reading we do in newspapers, magazines and books is in lower-case type.—*Paper and Press*.



be taken to punish the dishonest retailers who aid in the deception and profit by the swindle."

As will be noticed by the accompanying illustrations of the wrappers of the genuine and the fraudulent sarsaparilla and celery compounds, there was a deliberate attempt

NO DISCOUNT FOR PROMPT PAY.

Editor of PRINTERS' INK:

In your issue of July 3 an old advertising agency sets up a claim to superior advantages because it pays its bills promptly. Do you think there is anything in the claim? My experience leads me to think that there is not. One of the largest and best agencies in New York seems to take a pride in exhibiting its monumental pile of unpaid newspaper bills. When I call for a settlement of mine the cashier laughs and says: "Oh, there are lots of them ahead of yours! You'll have to wait a good while yet!" I do not find that, on this account, I am able to get any better prices from this firm. My papers know that the concern is good, and they are willing to wait for the money till it comes. I have heard it said that the principal agency in Philadelphia makes a practice of now and then placing orders on condition that payment shall not be made until after the expiration of a year and a half or thereabouts.

The agency of J. L. Stack & Co., of St. Paul and Chicago, has carried the plan of delaying payments about as far as any good concern of the sort has ever attempted, and the readiness on the part of publishers to take orders from this house, that have formerly come from others, is one of the best instances known of the proverbial good nature of newspaper men. The fact is, advertising costs nothing. Sometimes it is worth nothing. For business reasons publishers find it advisable to fix a price, and some publishers, from force of habit, acquired in other branches of trade, feel obliged to insist upon card rates. They do not feel very bad, however, when they fail to collect a bill for advertising, and it appears to me that the day will be pretty cold when an advertising agent, who has paid in the past, will not be allowed all the time he desires. I have sometimes thought that the better the pay and the better the character of the customer the better the price that will be demanded of him. Surely the "Big G" ad is taken now and then at a rate that no bank or insurance company could obtain. I sometimes think that if a cut in prices is to be made at all it is made most cheerfully in a case where payment is problematical. The reason for a cut being that, in case of loss, the loss will be less than if the full price had been charged. I think the advertising agency makes a mistake when it brags about being prompt pay.

Very truly,
New York, July 10, 1895. SPECIAL AGENT.

HE WANTS THE EARTH.

NEW YORK, July 7, 1895.

Editor of PRINTERS' INK:

DEAR SIR—Is looking over the want ads in to-day's *World* I noticed this:

WANTED—Purchase for cash, New York City; give all particulars; no agents. CANNON, box 407 World.

SLYDIG.

HIS PREFERENCE.

NEW YORK, June 27, 1895.

Editor of PRINTERS' INK:

Tell Mr. Johnston I would rather have

I INVITE you to send for my booklet if you want good printing and mean business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

good business and mean printing.

FREDERICK BOGER, Editor,
Staten Island Life.

CANADIAN IGNORANCE.

JOHN H. WOODBURY,
Dermatological Institute,
127 West 42d street.

NEW YORK, N. Y., July 5, 1895.

Editor of PRINTERS' INK:

DEAR SIR—I beg leave to use enough of your space to relate a little episode which recently occurred and which I think is interesting alike to advertisers and publishers.

While in London, Ont., the last week in June, I was at the freight depot attending to the shipment of four tame elk I had purchased. Among the train men and others who were present was a correspondent of the *New York Herald*, who, when some one was told the elk were for John H. Woodbury, asked the questioner if he had not heard of Facial Soap.

The *Herald* correspondent laughed long and loud when the Londonite expressed entire ignorance of Woodbury, Facial Soap, the neckless head, etc., although most of the trainmen had more or less clear ideas in regard to Woodbury and his business.

When the *Herald* man had recovered from his paroxysm of glee I asked the uninformed Londonite if he had ever heard of the *New York Herald*? and the correspondent nearly had heart failure at the blunt statement that the *Herald* was an unknown quantity to him. Continued questionings on this line revealed the sad fact that only a few of those present had even heard of the *Herald*. Moreover the clerk of the Tecumseh House was in equal ignorance of the existence of this great paper. The point is obvious.

I am still using space in the *Herald*. I wonder if James Gordon Bennett uses Facial Soap. Yours truly,

JOHN H. WOODBURY, D. I.

PHILADELPHIA, July 8, 1895.

Editor of PRINTERS' INK:

I clipped the inclosed would-be-funny "Personel" from one of the Sunday papers. It's

THE dog has had his day, but the cat is out of the bag and now we presume there will be trouble, but then you know everything rights itself in time and if you give us enough time we can make it all right. There is only one thing probably we cannot do, and that is to make water run up hill. Even this problem we can solve if you will consent to use a motor or a dynamo. Truth is stranger than fiction, they say, but we are still forsooth here to stay. We can still supply the best in our line; motor fans, electric light wiring and general contractors. Same old place, 730 Sanson St., RELIANCE ELECTRIC CO., Est. 1860.

a good example of the kind of ads that convince their promoters that "advertising doesn't pay." Cordially yours,

W. CHANDLER STEWART.

IT HAS AN AD DEPARTMENT.

RUTHERFORD, N. C., July 3, 1895.

Editor of PRINTERS' INK:

You might notice editorially the fact that this college is the only one in America where a professor is engaged to teach artistic advertising and newspaper head-lines work. Arthur T. Abernethy, for three years connected with the largest medicine concern in the world, is the originator of the idea and is professor of that department. This being one of the oldest and most reputable colleges in the South, it is very significant and marks a new epoch in classical colleges.

A SUBSCRIBER.

LITTLE BUT MIGHTY.

MORRIS E. MOSES & Co.,
Publishers and General Advertisers,
625-627 Penn Avenue.
PITTSBURGH, Pa., July 5, 1895.

Editor of PRINTERS' INK:

I affiliate with "advertisement-getters"; in fact, I consider myself one of 'em, always trying to encourage within me that get-up-and-getiveness which prods one on to search for something new and catchy to please the eye, gratify the taste and give a fair equivalent for money invested.

I read PRINTERS' INK, the representative of push and get there. It is to me an incentive to renewed action. In it I find much to edify, instruct and amuse. It furnishes wholesome food for thought, and by reading it I have grown intellectually. Having profited by its nourishment, been made successful by adopting its hints, I feel guilty in not heretofore making acknowledgment of my indebtedness and showing due appreciation of your little but mighty publication, the greatest of its kind I have ever met. Believe me to be yours gratefully,

MORRIS E. MOSES.

NOT UP TO DATE.

BOSTON, July 2, 1895.

Editor of PRINTERS' INK:

What is the matter with the house boat people? This letter from the New York

HOUSE BOATS SEEM TO BE IN DEMAND.

To the Editor of the Herald:

I was interested in the article in last Sunday's *Herald* in relation to house boating. I have scanned the advertisements to find one to hire or buy, but fail to find any advertised. I have several friends who are also in the market for the same.

MILLS BUILDING.

New York City, June 25.

Herald indicates that they are not up to date.
EDWARD B. JOYCE.

HE CRITICISES MR. ROMER'S VIEWS.

Editor of PRINTERS' INK:

Mr. John Irving Romer, than whom few should know more about advertising in general, gives what, in my opinion, is an unjust criticism of an article in PRINTERS' INK upon excursion advertising.

Mr. Romer quotes as follows:

It is wonderful how the advertising of day summer resorts is neglected. Coney Island and Glen Island, New York, are radically different resorts, and a person who liked one would detest the other. Yet the newspaper ads give no inkling as to the peculiar advantages of each.

And says:

"If the writer of the above paragraph had to foot the advertising bills of the 'day summer resorts,' in the neighborhood of New York, he might not be so sure that this style of advertising is being neglected."

I do not know who the writer was, but I'll back him up in what he said all the same, and go still further.

The writer of the paragraph laid most particular stress upon the manner and matter of the excursion advertising, rather than the extent of it. The paragraph quoted shows this.

It would be ridiculous to suppose that everybody knows the peculiar attractions of

Glen Island, Coney Island, or any other local summer resort.

Mr. Romer speaks of the cost of summer resort advertising in the newspapers—which has really nothing to do with the case—and then of the posters which must reach the "millions of passengers on the 'L' roads." One million individuals do not travel on the New York and Brooklyn "L" roads in one year. That would mean one-third of the entire population of the Greater New York! It will take a long time to reach the "millions of passengers on the 'L' roads."

After Mr. Romer's article has been read it will not convince anybody that the advertising of our local summer resorts, in the way of matter and method, however much money may be spent upon it, is not very much neglected indeed.

JOHN C. GRAHAM.

KEEP YOUR BEACON BURNING.

There was once a farmer who sought to plow without a yoke of oxen or team of horses. He said he knew he could do it. In making the effort he burst a blood-vessel!—the pirate ship of the brain—and had a large agricultural funeral.

I am reminded of this foolish fellow by the action of certain hotel proprietors who try to get along without advertising, especially in the dull season. That is the time when advertising should be most abundant and continuous. You have got to let the public know you are alive and doing business in these days of many hotels and razor competition. The public will not take a lantern, hire a guide and go about looking for you. Keep your beacon brightly burning as if on top of a high hill.—*Hotel Mail*.

TOO FAR.

"Pillam's bill came back to-day," said the bookkeeper.

"What did he have to say?" said the merchant.

"He didn't have anything to say. It was his widow who did the saying. She writes: 'Don't you think that in sending a bill to a man who has been buried three months you are rather running it into the ground?'"—*Indianapolis Journal*.

IN CINCINNATI.

The Cincinnati *Enquirer* some time ago hung to the breezes huge posters attached to telegraph poles and fences:

"Have You Read To-day's *Enquirer*?"

It seemed to be a good scheme until one day this week the schemer awoke to find pasted under the query, in huge letters, this cheerful reply:

"No: We Prefer the *Tribune*!"

Now the *Enquirer* has emissaries out, hastily and profanely tearing down the answer to its conundrum which, it insists, is not the right one.

THOSE who from selling goods would shrink Should not subscribe for PRINTERS' INK.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PARTNER wanted for unique specialty. Large profit. Box 549, Rochester, N. Y.

WANTED—Foremanship, daily or weekly. Experienced. Refs. "C. S.," Printers' Ink.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

AN educated man, of rare energy, executive ability, business experience, correspondence, preparing ads, circulars, etc., desires first-class position. Box 548, Rochester, N. Y.

WANTED—Ads for **POULTRY MONTHLY**, Albany, N. Y. Seventeenth year; no circulation; no cut rates; only approved ads admitted. Rate and sample copy on application.

WANTED—A hustling advertising solicitor in Brooklyn and Philadelphia, to represent a New York trade monthly. Liberal terms. Address F. R. WILLIAMS, 48 Hudson St., New York.

WANTED—A man under forty, a gentleman and a hustler, to take charge of the advertising department of a trade weekly. Address, with particulars and references, Box 2060, New York Post-Office.

RARE opportunity to secure interest in established business requiring more advertising. Legitimate enter-prise, paying handsome profits. Full particulars given. Personal interview only. Address "OPPORTUNITY," care Printers' Ink.

PARTY with \$1,000 can buy 1-5 stock in paying daily and secure business management. 50 stockholders, leading business men; 25,000 pop.; leading paper, 10p., salary \$30 and 35 per cent net profit. Must be a hustler. Paper booming. Address "I," care Printers' Ink.

PRI NT E R S' I N K has acknowledged that I am the best advertisement writer in the West. I am now with a house placing \$300,000 a year. For personal reasons I would like to make a change. Have no objection to leaving this city. Who wants a good man? M. A. CALDWELL, P. O. Box 901, Chicago, Ill.

NOTICE TO PUBLISHERS OF PAPERS and magazines. Are you endeavoring to improve the appearance of your publication—to make it one of the most progressive and enterprising of its class and locality? Wouldn't an artistic heading improve its appearance and aid in securing both subscribers and advertising contracts? Sketch sent on approval—no charge if not accepted. Give exact wording and size. If there is any special feature to be worked in, mention it. W. MOSELEY, 23 Hill St., Elgin, Ill.

WANTED AGENTS—Exclusive territory. For publishers unequalled as a subscription list builder. Our leader now—a seller—stable as flour—the new, up-to-date Reversible 6-foot Statistical Wall Map of U. S., and World reverse side. The only map showing as much in the world, likewise the best for general use ever published; so conceded by its publishers, the largest compilers and publishers of maps in the world. Sells itself. Retail, \$5.00; to publishers and agents, \$1.00. Particulars for stamp. In some instances will take advertising in part payment. Address CALLERS' REGISTER, 715 Pine St., St. Louis, Mo.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 294-300 Pearl St., N. Y.

ADVERTISING AGENCIES.

YOUNG men; rustling men; up-to-date men—WILDER & CO., San Francisco.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the **WISCONSIN AGRICULTURIST**, Racine Wis., to be 25,000.

IF you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 16 Spruce St., New York.

MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

YOUR AD is worthless if no one sees it. A clever sketch attracts. Combine the two. 10 striking sketches to fit your ad, \$3. R. L. WILLIAMS, L. & T. Bldg., Wash., D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

ADDRESSES AND ADDRESSING.

ADRESSING wrappers in exchange for adv. space is my biz. TOWNSEND, 408 E. 23d St., Minneapolis, Minn.

WE can furnish addresses of about 4,000 newly-married men every week. Price \$5.00 a thousand. A. M. CLIPPING BUREAU, Galena, Kas.

LETTERS bought, sold, rented, or exchanged. Valuable lines of fresh letters always in stock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 112-114 Dearborn St., Chicago, Ill.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

BILLHEADS—4½x8½, 10M \$10. 5M \$6; 5½x8½, 10M \$12.50. ELECTRIC PRESS, Madison, Wis.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

10,000 6-lb. Packet Heads, ruled, and 10,000 50-lb. White Envelopes, 6½, full government; both with your card printed on for \$30.00 spot cash, f. o. b. Holyoke. Send for samples. Larger quantities, lower rates. GRIFFITH, AXTELL & CARY CO., Embossers and Printers, Holyoke, Mass.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St., N. Y. (See ad under "Advertisement Constructors.")

PRI NT E R S—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 301 to 305 William St., N. Y.

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 16 Spruce St., New York.

OUR outfit No. 1—\$5.50: 1,000 linen note heads, 1,000 envelopes, 1,000 statements, 1,000 business cards; ten dollars' worth printing for \$5.50. Business cards \$1 per 1,000 straight. The biggest card-printing house in America. Send 2-cent stamp for samples. THE PAUL C. CARTY PRINTING CO., Eberly Block, Columbus, O.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

TO LET.

YANK, Boston. Space.

WE have for rent, at 19 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x24; smaller 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address **GEO. P. ROWELL & CO.**

ELECTROTYPES.

HEAVY shell electros for long runs. **THOS. H. CROSBY CO.**, 149 Leonard St., N. Y.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. **CHICAGO PHOTO ENGRAVING CO.**, 185 Madison St., Chicago.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. **CHICAGO PHOTO ENGRAVING CO.**, 185 Madison St., Chicago.

ADVERTISEMENT CONSTRUCTORS.

LITTLE ADS. CURRAN.

PETCHY ads. **JAMES R. LONG**, Wash., D. C., 1308 B St., S. W.

SIX retail ads, with cuts, 65c. **R. L. CURRAN**, 111 W. 34th St., N. Y.

TRY my ads. Perhaps I will suit you. I'll try, anyhow. 75c. "W.", care Printers' Ink.

BUSINESS literature—interested? I assume all details of writing and printing. **CLIFTON WADY**, Somerville (Boston), Mass.

THE only writer of exclusively medical and drug advertising. Advice on samples free. **ULYSSES G. MANNING**, South Bend, Ind.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets, be sure to have **WM. JOHNSTON**, of Printers' Ink Press, do the printing.

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

"ADVERTISING FOR RETAILERS," 64 pages, 35 cents. If you don't get a quarter's worth you may have your quarter back. **CHAS. AUSTIN BATES**, Vanderbilt Building, New York.

YOU want your ads written in modern style to sell goods successfully. Long or short, they should be attractive. Terms satisfactory. Try sample. **GEO. W. MARSTON**, Portsmouth, N. H.

HOW is this? One dozen bright, crisp and snappy little reading notices of 2 to 6 lines to fit your business for \$5. Your money back if they are not right up to the scratch. This offer is good until August 1. **JED SCARBORO**, Box 63, Station W, Brooklyn, N. Y.

FOR \$10 I will print 1,000 8-page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof furnished. Address **WILLIAM JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

12 TEMPTING little paragraphs (3 to 6 lines) advertising your business for 15. You'll want more when you've used up a dozen. I reason them with the sort of sense that wins customers to both you and yours truly. **JED SCARBORO**, Box 63, Station W, Brooklyn, N. Y.

THERE is a distinction, as well as an undignified way of advertising. We have had great success with advertising of the higher class. Would like to correspond with physicians, banks, institutes of learning and others who desire high-grade publicity. **WILDER & CO.**, 621 Market St., San Francisco.

WANT to know me? 15c. postage brings sample ad. **W. C. STEWART**, 4114 Elm Ave., Phila.

A SINGLE illustration is sometimes "the making" of an otherwise unattractive pamphlet. A comprehensive trade-mark is also a useful adjunct to good advertising. If you have sufficient confidence to leave the matter to us, we can be a great help to you. When you are ready let us talk it over—we believe it would be mutually advantageous. **THE LOTUS PRESS**, 149 W. 23d St., New York.

IF you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer is advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's value in my work, you pay its value—nothing more. Will you write? **F. MCC. SMITH, L. & T.** Building, Washington, D. C.; Equitable Building, Baltimore.

I'VE writing of good advertising can't be done off-hand. Sometimes I carry a subject around in my head a week or more before trying to write about it. This is particularly the case with illustrated ads for magazines and trade papers. It is important to have the illustrations just right—original, attractive, suggestive. It takes time, thought and care to do these things. Try to do more than merely please my clients. I want the work to be a credit to me. I want to be proud to say, "I did that." **BERNARD MOSES**, Box 263, Brooklyn, N. Y. My price for this kind of illustrated work, including the drawing, is sometimes as low as \$5 for a single ad, but generally more.

I BELIEVE I am the only advertisement writer who confines himself entirely to retail business. I understand all of the ordinary retail lines. I have had lots of experience in all of them. I am making a most unusual proposition to the readers of **PRINTERS' INK**—a bargain in advertisements—for the same reason that retail business men offer special bargains in their own lines. I want to gain a large acquaintance, and to let live business men see my work and learn my methods. I offer to send 5 advertisements, written to order, and 5 outline (Wanamaker) illustrations for \$5. After I write these sample ads, and you see them, we will try and agree on a basis for future work. The first 5 ads are all that I will write for anybody at the price, and I won't guarantee to fill any orders at all at these prices after August 15th. I don't make any claims for my work. Send the \$5 and judge for yourself. I will leave the matter entirely to you. If you think the ads are good, keep them. If you don't think they are good, send them back and get your money. **HENRY HOLMES**, 17 Beekman St., New York.

FIVE gentlemen, of whom Dr. J. D. McGregor, proprietor of the Hutchins House; Dr. T. J. Boyles, president Planters & Mechanics' National Bank, Houston, Texas, and Mr. A. T. Rose, superintendent of the State School for the Deaf and Dumb, Austin, Texas, are three, bought 150 acres (which last year produced a bale of cotton to the acre) adjoining Hillsboro, Texas, a place of about 5,000 population. May 2, 1895, they made with me a contract to put the property on the market. I was to have \$250 salary, all expenses and a commission of five per cent on all sales for one month. May the 8th I reached Hillsboro, and at once commenced to grade streets, build sidewalks and advertise the town's good points, using only the daily papers in the surrounding towns and cities. I set June 3d for an auction sale, and spent in all \$355.22 in advertising and printing. Sixty-five dollars of this was in display, and balance in reading notices. I believe we would have had the same success without the display. When the railroads were approached for a low rate on three excursion trains they exacted a guaranty of \$100 for each train, saying people would not pay fare to a town lot sale in these times. Re-suits. The railroads took in over \$1,300 on the three trains and 5,000 people were present at the sale. Financial statement: The 150 acres cost \$10,000; expenses, \$1,387.84; commission, \$660; total, \$12,067.84. We sold 134 lots (38 acres) for \$15,660, leaving a net profit of \$1,522.16, and 12 acres, or 335 lots (the cheapest lot sold brought \$75), worth \$100 each, but put at \$50, would give a net gain of \$18,280.16. Time, one month, as I left Hillsboro on the 8th day of June. Good advertising will, without fail, sell good real estate. I can do it every time. **O. W. CRAWFORD**, Advertising Manager, Masonic Temple, Chicago, Ill.

BOOKS.

RETTIG'S Newspaper Sub'n Account Ledgers. 6 Circ's free. RETTIG NSAL CO., Platte City, Mo.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1895 (issued June 15th). Describes and reports the circulation of 30,336 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 31 cents extra for postage if forwarded by mail. Address GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

ADVERTISING NOVELTIES.

GRANDMA'S ROCKER places your advertisement before the family and keeps it there. Samples free. F. P. HARDEN, Box 1758, Boston.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

BALLOON Bubble Blower. An entirely new novelty for window attractions. Nothing to compare with our Blower ever before offered. Sample free. **BALLOON BUBBLE CO.**, Rochester.

"BEN BOLT." most popular song of the day; "Trilby" edition, fine sheet music. Your ad printed on neatly. Send for estimate, one thousand to one million. **THE CURRENT PUBLISHING CO.**, 1006 Filbert St., Philadelphia.

OUR premium novelties, useful as well as ornamental, reliable, first-class in every respect. Novelties in fact as well as name; to be had only of us. Our new State maps, 1895 edition, just out; wall map, new features, retail \$3, to publishers or agents \$1. Pocket size 50 cents; vest pocket size 25 cents, indexed. A vest pocket dictionary, "The New Webster," 25 cents; in morocco, gold stamp, gold edges, 50 cents; all indexed; a wonder; guaranteed as represented. Samples to your address on receipt of price or stamp for particulars. Address **REGISTER CO.**, 715 Pine St., St. Louis, Mo. Our new solid gold Fountain Pen for one dollar is unequaled by any on the market. Manufactured only by us.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

ROCKLAND, Maine, **DAILY STAR**. Only daily in three counties.

IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

IN her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast.—*Harper's Weekly*.

I OFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

IN all America there are only eight semi-monthlies which have so large a circulation as the **WISCONSIN AGRICULTURIST**, Racine, Wis.

ARE you advertising in Ohio? We invite your attention to the **DAYTON MORNING TIMES**, circulating 4,500 copies daily; the **EVENING NEWS**, 9,500 copies each issue, and the **WEEKLY TIMES-NEWS**, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,500 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the **NEWS** and **TIMES** are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'ts.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 739 9th St., N. E., Washington, D. C.

L. J. DAVIS, circular dist'r and billposter. Eaton & Calhoun Co.'s, Box 363, Olivet, Mich.

FOR SALE.

5-LINE advertisement, #1. **WISCONSIN AGRICULTURIST**, Racine, Wis.

\$3.50 BUYS 1 INCH 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

"IN her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast.—*Harper's Weekly*.

SMALL Southern weekly for sale. Editor's eyes diseased. Thrifty town, good field. Might suit you. Address "CASH," Printers' Ink.

FOR SALE—Only afternoon daily in Western city of 30,000. Oldest established paper in the county. Price, \$15,000; half cash, balance 5 years. Address "D. T.," care Printers' Ink.

LIMITED amount of stock in a well-known proprietary manufacturing company for sale. Liberal inducements to right party. References exchanged and interview requested. Address "ESTABLISHED," care Printers' Ink.

FOR SALE—German weekly in city of 50,000. Large circulation and advertising patronage; good job work custom; one cylinder, two job presses; large and most all new assortment of types; good paying business. Ill-health of owner, cause of sale. Address Box 76, Lawrence, Mass.

FOR SALE—Cape Girardeau daily and weekly **DEMOCRAT**. Only paper in city of 6,000 population. Weekly 19 years old. Daily 6 years old. A complete, first-class office, with new material throughout. Will sell for part cash, balance on easy terms. Office is making money and a live man can make big money in the business. Present owner has been 19 years in the office and he wants a rest. For price and terms, address **BEN H. ADAMS**, Cape Girardeau, Mo.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

FOR SEVENTY-SIX YEARS

The Arkansas Gazette

Has been the leading newspaper published in the State. It is issued from the State Capital, which is the educational and business, as well as the geographical, center and distributing point, with a population of 40,000 people. Judicious advertising in the columns of this paper usually brings profitable results.

CALIFORNIA.

ALWAYS AHEAD—Los Angeles **TIMES**, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the **SAN JOSE MERCURY**. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. **E. KATZ**, 186-187 World Bldg, New 13,000 weekly. York, N. Y., sole agent. guaranteed.

FLORIDA.

THE FORT MYERS PRESS has the largest circulation in Lee County, Fla.

IOWA.

QUANTITY as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

ADs in THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 30,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

STRIKE the happy medium—use the MEDICAL FORTNIGHTLY, St. Louis.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

ANACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the FREE PRESSE, Lincoln, Neb., at 65 cts. per year; 8-page wkly; samples free. Write for particulars.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

POPULAR adv. mediums: Bridgeton (N. J.) EV'G NEWS, 3,000; Bridgeton (N. J.) DOLLAR WEEKLY NEWS, 1,600. Rowell guarantees circ'n.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

1 60,000 READERS in 15,000 offices. THE NATIONAL PROVISIONER, 324 Pearl St., New York.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

OHIO.

THE Mansfield (Ohio) NEWS; proved circulation—daily 3,000, weekly 5,000 copies.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

"THE leading Ohio country daily—THE PIQUA CALL—receives the Associated Press report."—New York World.

THE circulation of the PIQUA DAILY CALL is greater than that of all the other Piqua dailies combined. It has no competitors.

THE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

PIQUA, Ohio, has grown to be a city of 15,000. It is the third city in this country in the production of linseed oil, and "Piqua brand" of strawboard stands at the head. There are only 13 cities in Ohio whose manufacturers pay a greater amount for labor.—New York Tribune.

THE Piqua, Ohio, CALL is the only daily paper between Toledo and Dayton and Columbus and Indianapolis which receives wire news—having the exclusive Associated Press franchise. It has a circulation of 1,515 copies daily, and is a live, progressive newspaper. Piqua is connected by electric railway with Troy, Ohio—a town seven miles distant, having a population of 4,000, and THE PIQUA CALL has a greater circulation in Troy than any Troy daily. For prices for space, copies of the paper and any further information, address H. D. LACOSTE, 38 Park Row, N. Y.

PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

PROOF Positive! The fact that the Chester TIMES has more advertising from the great Philadelphia stores than some of the city dailies is pretty good evidence of its high standing in the State. No paper reaches a better class of readers, those who know what they want and have the money to buy it. Thirty-two thousand of them. WALLACE & SPROUL, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of **THE STATE**, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

TENNESSEE.

THE PRIMITIVE BAPTIST, Martin, Tenn., has largest circulation in 9th Congress'l District.

MEMPHIS MEDICAL MONTHLY, Memphis, Tenn. Only medical periodical published in the Miss. Valley between St. Louis and New Orleans. Established 1880.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

THE NEWS, Bonham, Texas, has the largest weekly circulation in Fannin County.

THE TEXAS BAPTIST STANDARD, Waco, Texas, has purchased the *Kentucky Baptist*, of Louisville, Kentucky, and changed its name to the **KENTUCKY BAPTIST STANDARD**. The combined circulation of the two papers is 25,000 weekly, much larger than that of any other religious paper in the South. **THE STANDARD** is the official paper for Indian Territory Baptists. Rates reasonable. Address **TEXAS BAPTIST STANDARD**, Waco, Texas.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

"In her **Post-Intelligencer** Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE SPOKANE SPOKESMAN-REVIEW
Only morning paper. Consolidation **SPOKESMAN** and **REVIEW**. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. **THE REVIEW** is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 25,000.

MEXICO.

SEVENTY native preachers are constantly urging the claims of El Paso on their people. Apartado 305, Mexico City.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD.
ANDREAS & CO., 52 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 52 weeks, for \$13, 6 months for \$6.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$26 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.

COAL.

COAL TRADE JOURNAL, New York City.

DAIRYING.

The American Creamery, Chicago.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 120 S. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., **TELEGRAM**: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

MEDICINE.

LEONARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich. Circulation over 10,000.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SKANDINAVIAN.

The highest circulation rating of any Skandinavian paper in American is accorded to the **DECORAB-POSTEN OG VED ARNEN**, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia.—From *Printers' Ink*, issue of May 15, 1895.

SUNDAY PAPERS.

ELMIRA, N. Y., **TELEGRAM**: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WELSH.

Y DRYCH. For half a century the national organ of the Welsh people. Weekly issue 12,000 copies. For advertising rates address **Y DRYCH**, Utica, N. Y.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

LARGEST CONCERN OF ITS

Street Car Advertising

The Best Lines of Cars.
The Finest Service and System.

CARLETON

50 Bromfield Street, Boston.

Brooklyn. Chicago. Minneapolis. Cincinnati. Rochester.
Newark. Albany. Syracuse. St. Den

LONG DISTANCE TELEPHONE CONNECTION.

9,000 FULL-TIME CAR

CHARACTER IN THE WORLD!

a
ing

...In its

Perfection!

Best Number of Large Advertisers.
Best Territory Under One Management.

N & KISSAM

Metropolitan Telegraph Building, New York.

Chicago. Pittsburgh. Providence. Milwaukee. Columbus.
Denver. Hamilton. New Orleans.

30 MILES OF SPACE.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

127 Issued every Wednesday. Subscription price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

128 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advertising patrons can obtain special terms on application.

129 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$35, or a larger number at same rate.

130 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

131 CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,788 copies; for the last six months, 19,875 copies; for the last three months, 21,223 and for the last four weeks, 22,256 copies. During the past eight weeks the total issue of PRINTERS' INK has been 227,000 copies, the average issue 28,375 per week. The smallest issue numbered 22,600 copies. The largest 30,500 copies.—PRINTERS' INK, May 1, 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

CHICAGO AGENTS,

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.

BOSTON AGENT,

W. F. MOORE, ROOM 2, 10 Federal St.

LONDON AGENT,

F. W. SEARS, 138 Fleet St.

NEW YORK, JULY 17, 1895.

An ad followed up by a drummer is better than a drummer followed up by an ad.

CATCH the eye, hold the attention, create an interest, and your ad is certain to prove a profitable one.

DON'T persist in advertising that does not pay. Something must be wrong. Find out what it is and change it.

If you can construct an ad interesting enough to be read two or three times over, consider yourself a good ad writer.

"HEARSAY" is a slow advertising medium when compared to the newspapers. Gossip can't beat printers' ink for rapidity and effectiveness.

YOU can't put too much thought or care into your ads. Remember that your mind has to convince many minds in order to succeed in selling goods.

CRISP, short editorial paragraphs, containing new ideas about advertising, or illustrating the old ideas in a novel manner, are always desired for PRINTERS' INK. Such paragraphs are worth fifty cents apiece, payable on acceptance.

THE advertising jingle most popular among merchants is the jingle of gold and silver. And the biggest advertisers get the most of that kind of music.

ONE hundred and twenty-four paid-in-advance subscribers were added to PRINTERS' INK subscription list during the week ending Wednesday, July 10.

THE growing subscription list of a periodical or newspaper is a better indication of its worth to an advertiser than the assurance of an advertising manager.

SOME ads read more like epitaphs. Instead of announcing a prosperous living business, they seem to feebly chronicle a decaying store or a dead trade.

AN idea about advertising brought forth in PRINTERS' INK attracts immediate attention, and if it is a good one brings forth fruit in due time, while a bad or useless theory exploited here is given such an airing that it falls harmless.

THE making of collections of posters is not a new idea. Balzac, forty years ago, wrote in "Scenes from Parisian Life": "You, who can drink no longer from the chalice called through all time the 'cup of pleasure,' take up the task of collecting something, no matter what (people have ere now collected handbills), and you will recover your ingots of joy in small change. A hobby, a mania, is pleasure transformed into the shape of an idea."

SINCE the issue of the American Newspaper Directory for the current year six claimants have appeared for the \$100 reward which is always paid to the first person who proves that a circulation rating, stated in plain figures, is not in accordance with the fact. The proof required to obtain the reward is only such as would be considered by a Grand Jury or in a court of law when no defense is set up. Of the six claims already made only one appears to be supported by facts which appear conclusive. Of the remaining five it appears possible none of the challengers have any solid foundation for their attack upon a publisher's claim.

AN advertising agency, in an advertisement recently appearing in these

pages, said: "Many publishers are said to have fixed rates for advertising space. They are supposed to be sphinx-like and immovable. It is the general opinion that there is no going below their iron-bound limits. Some agents have tried and failed, and tried still again and failed. We have time after time, however, broken below the limit. We have accomplished it by paying the all-powerful cash for space." Commenting upon this the *Southern Stock Farm*, an agricultural paper issued at Nashville, Tenn., with a circulation exceeding 2,250 copies weekly, asserts: "It is so far from the truth we feel a delicacy in allowing it to go unnoticed. The *Southern Stock Farm* has one price to all agents and makes no exception for cash or credit in favor of this agency or any other, and we must insist that any of the numerous agencies conducting this class of business can do equally as well with us on credit as The Geo. P. Rowell Advertising Co. can for cash." The position taken by the Nashville paper is not an unusual one, and it is said that not a few advertising agencies have found it good enough for them. Some have been heard to remark: Prompt payment goes for nothing with a good many newspaper men, and they stand waiting five months for an overdue bill without wincing, when a proposal for 2½ off for cash would not be thought well of. PRINTERS' INK invites expression of opinion on this subject. It is said to be of importance to the agencies who pay promptly and have to compete with those who do not.

THE POSTER IN ENGLAND.

An interesting article on posters and poster designing in England, by M. H. Spielman, appears in the July *Scribner*. He says that the art of poster advertising in England is of very recent development. Fifty years ago, he remarks, there were but two advertising posters in England; one was of Macassar Oil, and represented a lady covered from head to foot with a luxuriant growth of hair; the other was an advertisement of Nubian Blacking, and was a darky laughing at his reflection in a Wellington boot which the blacking had just made transparent. The number of posters constantly increased, and their quality constantly deteriorated, so that a "walk through London streets, through London hoardings was a matter of tribu-

lation." The first good posters were issued by the *Graphic* in 1869 and 1870. They were drawn by M. Godfroy Durand. These were followed in 1871 by Fred Walker's poster to illustrate Wilkie Collins' "Woman in White." It was a design of a woman, with her finger to her lips, stepping out into the star-lit night. Critics complained that it illustrated no scene in the story, and it was then that Walker enunciated the principle of poster designing. "A poster," he observed, "should not be a pictorial illustration of the object or commodity advertised at all, but a decoration, which, completely harmonizing with its spirit, should yet attract by its independent originality and artistic beauty." Mr. Walker foresaw the great development of the poster, remarking that it might develop into a most important branch of art. Walter Crane was also at this time making a success with the new form of art. Lithographic posters the English learned from the American theaters. Famous paintings were bought by the advertisers, and reproductions, with additions, etc., made to fit them to advertising the wares the advertiser was selling.

The most recent development of the poster is what is now widely known as the "Beardsley style." Mr. Beardsley is called a "draughtsman of weird and singular power, who shows a deep natural instinct for the beauty of line, for the balance of chiaroscuro, and the decorative effect." His posters Mr. Spielman calls the æsthetic craze of a former day run mad—startlingly novel, original and *spirituel* and full of artistic cleverness. "Here," remarks the writer, in a burst of enthusiasm, "was indeed the new poster, ready to the pen of the new critic!"

THERE'S SOMETHING IN DREAMS.

A merchant dreamed that he used a page to advertise his store, and in his dream he saw a stream of buyers pass in at the door. They came by twos, by tens and scores; they came on foot and by rail. They sent their friends to purchase for them; they sent big orders by mail. They bought all he had, so he stopped the ad, till he could stock up once more. His slumbers broke and he awoke—his dream of affluence was o'er.

But the vision bright haunted him day and night, till he went and advertised; and now he's glad, for through his ad his dream is realized.

C. W. DARLING.

Who would reap must plant the seed—
Truth so plain who runs may read;
Plant your field with ads, and till it—
Harvest rich shall surely fill it.



THE SOUTHEASTERN STATES.

South of Pennsylvania and following the Atlantic coast line around to Mobile Bay, in the Gulf of Mexico, lie the Southwestern States of

Delaware,	District of Columbia,
Maryland,	Virginia,
North Carolina,	South Carolina,
Georgia,	Florida,
	Alabama.

They cover a little over three hundred thousand square miles, or about one-tenth of the entire territory of the United States, omitting Alaska. They have a population of fully ten millions, two-fifths of which is colored and one-fifth of foreign birth. In South Carolina only, do the blacks outnumber the whites. The more than eight hundred thousand farms and plantations yield an annual product of corn, wheat, rice, cotton, sugar, molasses, tobacco, etc., valued at over three hundred millions, while the manufacturing interests are estimated to turn out a yearly product amounting to over five hundred millions.

In this section there are now published 1,562 newspapers of all kinds—150 being issued daily.

The following is a complete list of all newspapers in this division, reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 10,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they

are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters.

Dailies.

Baltimore, Md....Sun,	*66,432
Washington, D. C.Evening Star,	*34,944
Baltimore, Md....Morning Herald,	*31,895
(Sunday *34,232)	
World,	*18,167
Atlanta, Ga.....Journal,	*16,470
Washington, D. C.Post,	12,500
Atlanta, Ga.....Constitution,	12,500
Baltimore, Md....American,	12,500
Der Deutsche Correspondent,	*11,100

Semi-Weekly.

Baltimore, Md....American,	12,500
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Weeklies.

Washington, D. C.National Tribune,	75,000
Atlanta, Ga.....Constitution,	75,000
Sunny South,	40,000
Baltimore, Md....Sun,	*32,140
Richmond, Va.....Bible Reader,	*20,000
Baltimore, Md....Herald,	17,500
Birmingham, Ala....Age-Herald,	12,500
Washington, D. C.National Watchman,	*12,500
Public Opinion,	12,500
Baltimore, Md....Katholisches Volks-Zeitung,	12,500
Atlanta, Ga.....Wesleyan Christian Advocate,	*11,435

Semi-Monthly.

Atlanta, Ga.....Southern Farm,	20,000
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Monthlies.

Washington, D. C.American Farmer,	75,000
Atlanta, Ga.....Old Homestead,	*40,000
Athens, Ga.....Southern Farmer,	*31,500
Atlanta, Ga.....Southern Cultivator,	20,000
Athens, Ga.....Woman's Work,	17,500
Richmond, Va.....Foreign Mission Journal,	*15,018
Washington, D. C.National Illustrated Magazine,	12,500
West Atlanta, Ga.....Southern Agent,	12,500

Quarterlies.

Washington, D. C.American University Courier,	12,500
Salisbury, Md....Strawberry Culturist,	*10,000

It is interesting to note that of the foregoing list more than three-fourths of the dailies, the only semi-weekly, more than half of the weeklies, a fourth of the monthlies and all of the quarterlies emanate from cities on the northern edge of the section specified—Washington and Baltimore.

Among dailies the Baltimore *Sun* naturally takes first rank. It is one of the oldest, as it is one of the most reliable, published. The Washington *Star* covers its territory more thoroughly and in a better manner and is locally better appreciated and patronized than any other paper in the United States.

The advertiser having made a judicious selection of such newspapers from the above list as will best serve his individual wants will next examine the remaining publications reported as having a circulation of more than 5,000 each issue. The following is the complete list (omitting monthlies):

Dailies.

Richmond, Va.....Dispatch,	*8,200
(Sunday *13,600)	
Charleston, S. C....News and Courier,	*7,575
Baltimore, Md....News,	7,500
Richmond, Va.....Times,	7,500
Montgomery, Ala..Advertiser,	*5,700
Norfolk, Va.....Virginian,	*5,518

Semi-Weekly.

Montgomery, Ala..Advertiser,	*9,100
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Weeklies.

Richmond, Va.....Dispatch,	*9,000
Atlanta, Ga.....Way of Life,	*8,000
Savannah, Ga.....News,	7,500
West Atlanta, Ga..Southern Star,	7,500
Baltimore, Md....Catholic Mirror,	7,500
Gazette,	7,500
Greensboro, N. C..Christian Advocate,	*7,500
Raleigh, N. C....Progressive Farmer,	7,500
Richmond, Va.....Christian Advocate,	7,500
Washington, D. C.Army and Navy	
Register,	*7,000
Raleigh, N. C....Biblical Recorder,	*5,915
Baltimore, Md....Evangel,	*5,520
Wilmington, Del..Sunday Morning	
Star,	*5,374
Richmond, Va....Planet,	*5,000

For such other or additional advertising as may be required in the Southeastern Division to cover locally the many important cities and towns not represented in the above lists, the American Newspaper Directory should be consulted and it will be found to contain a large percentage of valuable newspapers that can be used to advantage.

MERCHANT, you know that your goods are the best

That skill can e'er fashion or money can buy,
But until you make public this fact in your ads

The people, not knowing, of you will not buy.

SOME FURNITURE ADVERTISING IN NEW YORK.

The Paine Furniture Company, of Boston, has often been held up to advertisers as doing the best furniture advertising in the East. To me it seems that the ads of some of the New York furniture houses equal, if they do not exceed in merit, those of the Boston concern.

Ludwig Baumann & Co., for example, use much space, and illustrate every item in their ads, as well as give a price and a short and sometimes wofully brief description. Their peculiar ads have been widely copied, both in the metropolis and adjacent towns. Their greatest inducement, outside the merits of the goods, is the credit extended, a reference to which is made in every ad. They use almost all the New York papers, but the *World*, both morning and evening, appears to get the bulk of their patronage. Their use of twelve entire pages in one issue of the Sunday *Press* elicited much comment.

J. H. Little & Co., of Fourteenth street, have a style in strong contrast. It is the Rogers, Peet & Co. style adapted to furniture. I say adapted, but it apparently suits furniture as well as it does dry goods. They do not make the prices of their goods prominent; the essence of their ads is talk—convincing speech. They also give "credit," but do not seek to make this a distinguishing feature. If I remember rightly, they recently remarked in an advertisement that if the wagon of a "credit" furniture concern stops at your house, every one knows you are buying on credit, which is a somewhat embarrassing condition for a family of "sense and sensibility."

Geo. C. Flint & Co. are beginning to use the talkative style in their advertising. Previously this firm had confined its advertising merely to impressing off the mind of the reader its trade-mark, "Buy of the maker." The new departure is significant of the most modern trend in furniture advertising.

A style which is now much in vogue is to advertise one article of furniture in each ad at a reduced price, so as to bring the customer into the store. The idea is not new, but its employment by the furniture fraternity is an indication of progress.

G. T. C.

NOTES.

THE July 3d issue of the *Evening Wisconsin* has a supplement devoted to Greater Milwaukee, from which many interesting facts concerning the city can be gleaned.

C. MITCHELL & Co., of London, have published maps of Australasia and South Africa, showing the location of cities having newspapers for the use of advertisers.

MR. H. L. SIMMONS has succeeded H. C. Hall in the advertising departments of *Christian Standard*, *Lookout*, and *Standard Bible Lesson Quarterly*. Mr. Hall is still, however, in charge of the *Christian Guide*, Louisville, Ky.

THE Oswego (N. Y.) *Palladium* writes PRINTERS' INK that it adopted the policy of the Grand Traverse (Mich.) *Herald* nearly two years ago of rejecting "transient" clothing advertising for the sake of protecting the home merchants.

MR. JAMES E. POWERS has sent PRINTERS' INK a copy of "How a Good Car Differs From a Poor One and How to Get It," written for the Brownell Car Co., St. Louis. It consists of 171 pages, bound in cloth, and shows how a seemingly technical subject can be so treated that it can be made plain to any intelligent layman.

THE Curtis Publishing Co. has purchased all the properties on the northwest corner of Sixth and Walnut Streets, Philadelphia, and will erect thereon a new building devoted exclusively to the *Ladies' Home Journal*, with a frontage of 62 feet on Sixth street and 130 feet on Walnut street. The building will have light and exits on three sides, will cost more than a quarter of a million of dollars, and will require two years in construction.

IT'S ALL ADVERTISING.

There must be a good many interesting things about your store that people would be glad to read, and that your local paper, particularly if you are a regular advertiser, ought to be willing to print. Now there is some amusing or interesting incident occurring in a store every few days. You tell it at home and they enjoy it; you tell your friends about it and they think it's very good. Write it up and put it in the paper. Or you're doing something new at your store, making some improvements, fixing the walk in front, relettering your sign; put that among the local items in the paper. It's a good piece of news, it ought to cost you nothing to put it there, and it's just so much advertising. Cultivate the local reporter, the man who knocks about town for items. He is probably hungry for items; he has got that column to fill, and he'll look upon you as his friend if you'll help him fill it. If you're not very skillful in composition yourself, give him the facts and let him write up the little story, and ask him at the same time how he likes such and such a cigar, passing him out a good one. And if you've got anything behind the soda water counter that's pretty good to drink, give him proof of it. These little attentions touch the susceptible heart of the worthy newspaper man, who is probably working for fifteen dollars a week, and may not be too sure of getting that.

See if you can't figure in the personal column with more or less frequency, not as a matter of personal gratification, but simply as a matter of pure, unadulterated business. If you're elected secretary of the Bucks County Pharmaceutical Society put it in all the papers. It's news for the public, and advertising for you.—*The Spatula*.

THERE's only one right way to advertise, and that is to hammer your name, your location and your business so constantly, so insistently and so thoroughly into the people's heads that if they walk in their sleep they will instinctively turn their steps toward your store.—*Brains*.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **\$13,000** weekly guaranteed.



Mrs. Margaret Treadwell, of Milburn, Long Island, in an interview had with her on the 24th day of May, 1895, said: "Two years ago I had the Grippe, and since then I have never been real smart. Nothing that I ate seemed to set well on my stomach. I ain't been much of a hand for doctoring, but I tried different kinds of herb teas, but they didn't seem to do much good—Catnip was the best, but I got kind of set against that. One day a lady asked me if I would try some of her medicine—Ripans Tabules she called them. I didn't want to decline, so I took them. They seemed harmless-like, and Richard he took some too, and whatever they are made of I don't know, but they beat all the herb teas, and we ain't felt so well in years. We work on the farm all day now and eat our three regular meals, and all kinds of victuals seems to agree with us. My advice is, don't bother with herb teas when you can get these Ripans Tabules, and don't hesitate, as I did, about taking them. They won't hurt you." (Signed Mrs. Margaret Treadwell.)

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce st., New York.

NEWS

Daily
Sunday
Weekly

WHEELING, W. VA.

**Largest Circulation
in the State.**

Rowell's Directory for 1895

gives the News the highest daily circulation for Wheeling, and guarantees the accuracy of the rating by agreeing to forfeit \$100 to any one who can prove differently.

SUNDAY NEWS has more circulation than the total of all other Sunday papers published in West Virginia. This is certainly valuable information for

**Advertisers who wish to cover
West Virginia and Eastern Ohio
Effectively and at least cost.**

Other valuable special points gladly told in person or by mail.

NEW YORK OFFICE:

517 AND 518 TEMPLE COURT.

C. E. ELLIS, MANAGER.

What Will the Harvest Be?

Is the question uppermost in the minds of the farmer, gardener and the general produce dealer.

The Winter's snow and the Summer rains are good indications of a rich and abundant harvest.

Will You Reap Some Of Its Product?

We offer **100,000** farmer you our circulation in which to introduce yourself and become acquainted with a thrifty and buying class of people.

Estimates on your advertisement direct or by any general advertising agency. Address

**THE AMERICAN FARMER,
Washington, D. C.**

Or BYRON ANDREWS, Manager Branch Office,
World Building, New York City.

A few advertisers who use

SATURDAY TELEGRAM, MANCHESTER, N. H.

Quaker Oats, Beecham's Pills, Sapolio, Winslow's Soothing Syrup, None-Such Mince Meat, Cuticura, Cleveland Baking Powder Co., Johnson's Anodyne Liniment, Hood's Pills, Buker Pill Co., Cornish & Co., New England Piano Co., Dr. Kilmer's Swamp Root Bitters, Paines' Celery Compound, Hood's Sarsaparilla, No-to-bac, X-Zalia, etc.

Pretty Good Company For You To Be In.

I would be pleased to make you rates.

C. E. ELLIS, Advertising Manager, 517-518 Temple Court, New York.

Everybody who knows me says I am one of the best printers in the United States, and I have heard it so often I am commencing to believe there is something in it. I want all the readers of PRINTERS' INK who use printed matter to get the benefit of my experience and ability—as a printer. You have to pay some one for doing your printing. I will charge you no more than the fellow who is doing it now, and it is dollars to doughnuts I will do it 100 per cent better. Just send me a trial order and see how my work and prices compare with the other fellow's. 1,000 business cards for \$1.50; 1,000 eight-page booklets, \$10—cash with order. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.

The Dayton, Ohio, ..Evening Press..

Goes regularly into more homes in Dayton
than any morning and evening
paper combined.

Think of It.

We will pay for all advertising in
every Dayton, Ohio, daily newspaper
run by any firm using the columns
of THE PRESS if it can be proven
that any of said papers have a circu-
lation exceeding or equaling that of
THE PRESS.

Circulation Over 10,000 Daily.

Send order for your ad at once. It will be read in all the
homes of Dayton.

LOUIS V. URMY,

Eastern Representative,

Times Building, N. Y. City.



When it comes to circulation, actual,
bona fide circulation, the

"Anzeiger des Westens,"

[ESTABLISHED 1834]

Daily, Sunday, Weekly,

is far ahead of any of its contemporaries in St. Louis.

The ANZEIGER DES WESTENS is always ready and willing to
prove by comparative investigation of all books—not of cash books
only, which may be doctored—nor by affidavits, which some persons
with an elastic conscience, and no sense of dishonor, make as easily as
eating a good dinner—but by an investigation, a thorough investi-
gation of everything, that its circulation is far greater than the circu-
lation of any other German paper in St. Louis.

**It is the great German paper of the West
and Southwest.**

.....Papers that Please, Pay.

Cut your grain when it ripens....

A man without money can buy nothing. FARM NEWS for August will reach 165,000 farmers, just after they have sold their wheat. Your ad will appeal to them, then.

FARM NEWS closes on the 20th.

FARM NEWS,
THE HOSTERMAN PUB. CO.
Springfield, Ohio.

.... Strike while the iron is hot.

Farm News Pleases and Pays....

Paper and Press (Illustrated Monthly) Reaches

and
Press

CIRCULATES TO BUYERS

those who do
four-fifths of
all the buying
in your line

Expert

Advertising

Department

tells how to
write and set ads
and—will prepare and
set an ad for you free
of charge for insertion
in the Typothetae
Souvenir

PAPER AND PRESS



The great end and aim of all intelligent general advertising is to cover *all* the ground in a certain district, *thoroughly*.

To do this, in the richest of the Western States, you cannot afford to leave out the lists of the

C. N. U.

The average circulation of the papers of the C. N. U. is 50 per cent larger now than ten years ago.

The character and workmanship are 100 per cent better, while our advertising rates are lower than then.

All successful and live advertisers are patrons of our lists.

FURTHER DETAILS IN CATALOGUE.

Chicago Newspaper Union,

93 S. Jefferson Street,
CHICAGO.

10 Spruce Street,
NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

TAUNTON, Mass., June 13, 1895.

Mr. Chas. Austin Bates, Esq.:

DEAR SIR—We inclose several of our latest ads and would like to have you point out their weak points, if you will, in your more than valuable department of PRINTERS' INK. Respectfully yours,

INSTANT COLD RELIEF CO.

(By John W. Hawkins, Treas. & General Manager.)

The principal feature of these advertisements is the enormous head-line, occupying fully half of the space, which is an inch and a quarter double column. As it is not necessary to say very much in the advertisement, this big head-line is a commendable feature, because it will certainly draw attention to the ad. Four of the head-lines are "Cold in the Head," "Your Catarrh," "Hay Fever," and "Have you a Nose?" The full text of the last is: "Have you a nose that bothers you? One that is continually stopped up by cold or catarrh? If so, use 'Instant Cold Relief.' It will make your head as clear as a bell. Samples five cents. Large size 25c." That's the whole story. There is not anything else to tell, so that it isn't necessary to use much space. It would have been better, I think, to have added: "For sale at drug stores," if that is the case. You may think that people will know that anyway, but it doesn't do any harm to tell them again. It is astonishing how little some people know. In advertising it does not do to presume too much on the intelligence of your readers. Make the ad so plain that the stupidest of them cannot fail to understand it perfectly, and then you will be sure to be understood by the smartest. The four head-lines I have mentioned are, I think, very good, because they draw the attention immediately of the people for whom the remedy is intended. There are a number of other head-lines, and among them these three, which I think are very weak, or bad, or both—"People who Don't," "Why in the," and

"You're no good." The first two head-lines don't mean anything at all, and I think are not calculated to draw the attention of anybody in particular. The mere size of them will get some attention, to be sure, but that would come even in the case of the four first mentioned. The last heading—"You're no good," is as bad, because it is likely to produce an unpleasant impression. I am a stickler on this point in advertising, and I believe I am right. I think it is unwise to say anything that may possibly be objected to by anybody. I believe that advertising ought to have a cheerful, pleasant tone. Every salesman knows that it is easier to sell goods when a man is in good humor than it is when he is cross. All of us have, sometime or another, waited until after dinner to talk to some particularly tough customer. Advertising that rubs a man the wrong way is not likely to make sales.

* *

DETROIT, Mich., June 30, 1895.

Mr. Chas. Austin Bates:

In your Department of Criticism in PRINTERS' INK you ask "advertisers everywhere" to send matter for criticism.

I'm one of 'em, and inclosed you will find an ad I have been paying for, but think it is still open for criticism.

I hate to ask of a stranger "something for nothing," but you say you will criticise freely—so go ahead.

The page is taken from the June *Century*. The returns therefrom have been the least (by far) of any magazine (considering its cost) we have ever had it in. I lay it to the fact of its arrangement on the page—kitter-cornerwise with two black ads—these black fellows overshadowing it. What do you think? Yours truly, C. HENRI LEONARD.

I reproduce a whole page from the *Century*, showing the position of the advertisement mentioned. The reduction is so great that some of the letters and some of the drawing does not show up as well as it might, but it would be pretty hard to make a page any uglier than it is in the magazine. If it had been made up with both black ads at the bottom, and the two light ones at the top, it would have

been better for all of the advertisers, except perhaps Dr. Scott. As the page stands, one gets the idea that the top half all belongs to the Scott ad, and that the right-hand quarter is merely explanatory of the black illustration. In Dr. Leonard's ad there is no one thing to draw attention. The line "The Hair" should have been set at least twice as large, and even bigger if possible. I think I should have set it in caps and lower case, about twice as tall as it is, and in two lines, letting it occupy perhaps an inch and a half at the top of the ad. I think the matter could be very much condensed without taking away from

one day and tell a complete story strongly, than to have a quarter page four days and either crowd the ad or tell only part of the story each time. If only a quarter page can be used, however, I certainly would try to make it more distinct than this one is.

Perhaps it is not remarkable that the *Century* should have brought less returns than some other magazines. It is generally supposed, whether it is true or not, that *Century* readers are of a higher and more conservative class than the readers of some of the other magazines. It is also supposed that people who do bleach and dye their hair are not particularly intellectual or conservative. To be sure, this book tells other things than how to bleach and dye, but that point does not stick out, and in some cases I can see how it might work against the book. There is a great difference in the constituency of different papers and magazines. An ad that will pay in one magazine would do no good at all in another. There is more in the selection of media than there is in the preparation of the advertisement. You must get the space in the right place or the best ads in the world will do very little good. The ideal condition is to get the right sort of matter in exactly the right medium. Nobody succeeds in doing this always and invariably, but there are some who strike it much oftener than others.

The July *Scribner* contains an article on posters and poster designing in England, which should be read with interest and profit by every advertiser. There are ideas to be obtained from merely glancing at the illustrations.

It has seemed to me for some time that the literary magazines might very well give some space to the discussion of the art and literature of business. There are few people in the United States to-day who are not interested to some degree in advertising. There are perhaps half a million business men who are vitally interested in it, and the magazine could perhaps find no subject which would give more value to its readers and itself. This article is a step in the right direction. The first thing of this kind that I know anything of was my own article in *Peterson's* magazine of December, 1894. It was suggested by Mr. Penfield, the editor of *Peterson's*.

PROPRIETARY ARTICLES

THE VITAL SPARK OF LIFE

THE HAIR:

By Dr. William Leonard, A.M., M.D.,
A Professor in the Science College of Medicine.

Attention, you agents, they will, in the advertisement, demand to know what you are doing. Do not, therefore, send the ad. to the printer, and let him do the work. The ad. is the property of the advertiser, and he should see that it is properly prepared. The ad. is the property of the advertiser, and he should see that it is properly prepared. The ad. is the property of the advertiser, and he should see that it is properly prepared.

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By Dr. William Leonard, A.M., M.D.,
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Attention, you agents, they will, in the advertisement, demand to know what you are doing. Do not, therefore, send the ad. to the printer, and let him do the work. The ad. is the property of the advertiser, and he should see that it is properly prepared. The ad. is the property of the advertiser, and he should see that it is properly prepared. The ad. is the property of the advertiser, and he should see that it is properly prepared.

Electrohouse

Oxygen

Home Remedy

Without Medicine.

Dr. J. H. Scott, 111, South 1st St.,
St. Louis, Mo.

THE HAIR

SOAP

10 CENTS

WHISKEY'S

LUCUMBER COMPLEXION

SOAP

MADE IN WESTERN STATE

its strength. I think if I were doing this advertising, I would take one or two points each month, or perhaps it would be better to use a different ad in each magazine each month, advertising the book for a different feature in each of the different magazines and changing the four or five advertisements around from one magazine to the other from month to month. In this way, when an ad reached a man whose hair was falling out, it would strike him forcibly. The next month when it talked about bleaching and dying, it would strike another class of people just as hard. I am inclined to believe that in this case I would rather have a full page

RETAIL ADVERTISING.

DEMOPOLIS, Ala., June 13, 1895.

Mr. Charles Austin Bates, New York:

DEAR SIR: I inclose ad, which I would be pleased to have you criticise. I read PRINTERS' INK, and get a good deal of satisfaction out of your special department. The second section of the ad is copied entirely; but it suited the place and I put it in. I am paying a good deal of attention to advertising, but think that I am far from making a successful advertiser. Yours truly, Wm. H. WELCH.

Mr. Welch is traveling along the right road. His advertisements have the right ring and they tell definite things in a plain, concise way. His advertisement is arranged in several sections, with a good, big head-line at the top.

I am rather amused to see bibles and ice cream freezers advertised in the same section, one under the other.

BIBLES AGAIN!

Yes, but this time it is a REFERENCE BIBLE, with maps, concordance and index for \$2.25.

Think of it, and buy one. Only a few left.

WM. H. WELCH.

THE JEWELER AND STATIONER.

WHY Buy an "old style," out of date

ICE CREAM FREEZER.

which requires a half hour's work to make ice cream, when the "WONDOR" will do it better in FIVE MINUTES?

The "WONDOR" is a new, up-to-date Freezer, with improvements never before discovered or used. For sale by the enterprising hardware dealer, Wm. H. Welch, at \$1.50, \$1.75 and \$2.00.

The suggestion is "buy a bible—or if you won't you'll surely need an ice cream freezer in the pyrotechnic future." The ads are both good, as you will see by looking at them. There is no effort made at smartness. The ads are just plain statements of what the goods are, what they are for, and the price. They could probably be improved and made more effective by better arrangement and a more finished style, but the main, central idea is right.

The ads ought to sell goods.

* *

MASSACHUSETTS CLOTHING CO. }

BOSTON, June 25, 1895. }

Mr. Charles Austin Bates, Department of Criticism, PRINTERS' INK, 10 Spruce street, New York City:

DEAR SIR—Having been a subscriber to PRINTERS' INK for the last three years, and having during that time gained much useful information from your weekly advice, to tell the people just what we have, just what we

are giving them, without falsity or exaggeration, I would like to have you pass criticism on the inclosed proofs of our advertisements.

Our usual ad is 50 lines double column. The two largest ads are used for the purpose of trying to force trade for July 4th.

They are built upon plans as near what you advise as it is possible for us to get. If improvements can be made, or if you see anything in them to criticise, I trust that you will do so fearlessly, and would be greatly appreciated. I remain, sir, very respectfully,

BERNARD M. WOLF.

When a man tells me that he has modeled his ads after my ideas and that they are as close to my suggestions as he can get them, there certainly cannot be much for me to do but praise them. I think, however, that Mr. Wolf has made rather too much of an effort to get display for his ads. In almost all of them there are too many display lines, and the advertisements are cut up too much. Most of the Boston advertisers run to big black gothic type, and when this is the case sometimes the very best display is obtained by displaying the ad very little. It makes it different from all the rest.

Mr. Wolf's advertising is characterized by a certain "swing" and enthusiasm that is certainly very good. I believe that his advertising has been very successful, and that lifts it out of the reach of criticism. I cannot reproduce the style of composition in this double column ad, but the wording of it is particularly good, better, in fact, than the display, because the latter is marred by this same mixed-up look that I object to.

Mass. Clothing Co.,

Cor. Hanover and Portland Sts.

NEVER CONTENT

with past attainments, we are still pressing on to greater achievements. The best brain, the best capital and the best workmanship we can command are constantly put in service for your benefit.

SEE OUR BLUE SERGE SUITS,

\$9.97, \$12.97, \$13.50 and \$15.

Same pains taken in cut and making—simply a difference in quality—suit the price to your pocket-book.

Your Money Back If You Want It.

"MY CLOTHIER."

Lowest Priced House in Boston.

* *

LOGANSPOUT, Ind., June 22, 1895.

Mr. C. A. Bates:

DEAR SIR—While working on a "Women's Edition," recently, I found a copy of PRINTERS' INK—a most entertaining and readable magazine, especially to a woman—for women

are the advertisement readers of the world. Some of our ads were so good that I was tempted to inclose you a few and ask whether it might pay their writer to advertise in P. I.

Yours very truly, SARAH S. PRATT,
839 Spear Street.

The field for PRINTERS' INK is certainly spreading. If we can interest women, as my correspondent suggests, there is absolutely no limit to the circulation that may be secured.

The ads sent for criticism are not particularly commendable, but they give me a suggestion which may be valuable. I have noticed in the matter which has come to me from women from time to time—and there has been a good deal of it—about nine ads out of ten were written in rhyme. Now if most women think that rhyming ads are the best ads, is it not fair to suppose that those who wish to gain the trade of women should make liberal use of verses? The trouble with most of the advertising verses is that they are so abominably bad that they must create an aversion rather than attraction. One of the best things of the kind that I have seen lately is this one from Indianapolis, probably written by Mr. Chas. Dennis, who writes a great deal of the attractive advertising matter in the Indianapolis papers:

Sometimes the proper thing to do
Does not appear to me and you;
But our acts we'll never have to rue
If we stop and think a minute.

Our worst mistakes quite often could
Averted be—and so they should;
They need not happen, if we would
But stop and think a minute.

Perhaps some time you'll think you've bought
Much better shoes than George Marott
Would sell you, but you know you've not,
If you stop and think a minute.

One of the ads sent from Logansport contains an idea that ought to be useful to shoe dealers in other places.

DO NOT SIT ON YOUR FOOT!

If you do you conceal the prettiest article of your toilet. Delaarte teaches ladies to sit with the tip of one shoe showing. If you

BUY YOUR SHOES OF OTTO

The tip will be sure to be a beauty and the latest thing out. Otto brought the first fine shoes to Logansport, and also

STANDS IN THE FRONT RANKS AS A CLOTHIER.

The head-line is one which will certainly attract every woman who sees it, because most all women do sit on one

foot, and they would naturally wonder why they should not do it.

I should hardly think it would pay the writer of this ad to advertise in PRINTERS' INK for business of this kind. She had better "stop and think a minute." She had better learn more of the practical side of business and advertising than it is likely she knows now. The mere ability to write pleasingly is the very smallest part of the battle of successful ad construction.

"What you say is more than how you say it."

The following letter requires no comment. It is full of meat and shows

GILKESON & CHILD,
Hats and Men's Furnishings.
ROANOKE, Va., June 18, 1895.

Mr. Charles Austin Bates, New York:

DEAR SIR—We thank you for your criticism in a recent issue of the "Little Schoolmaster." Perhaps it's a prod in the right direction. However, we're still inclined to believe there are some slang words, when used in certain ads, that will brighten them up. We try to give our ads an every-day you-and-I tone, with an occasional dash of humor to make them readable.

We think that an ad for men can be made too severe. The average man is not given to reading advertisements. His first experience will probably come by the ad getting in his way, and there is where good position counts. If he finds it readable he'll try it again, and so on. Some day he'll get caught. He'll read about something that he wants, or he'll want something that he remembers to have read about. We believe that we have customers who read our ads because they are readable. They may not want the article advertised, but they remember us when they do. With women it is different; they have more time and will go through all the details of a big advertisement in search of bargains. Yours truly, GILKESON & CHILD.

We inclose a few recent ones. We're glad to know that you think our ads have some merit.

that the writers have given good, solid, earnest thought to their advertising. I have been using a number of their ads in the ready-made department. They are particularly good. The one serious fault I have to find with them is the occasional use of slang. Possibly it is a good thing to do once in a while, but it is so easy to do too much of it, or to do it at the wrong time, that it is much safer to let it alone entirely.

George Hardcastle, dealer in picture frames and fine art goods, in Wilmington, Del., sends me two circulars which he has been using with good results. One is addressed to graduates of schools and colleges, and suggests

the framing of diplomas and class pictures. There is nothing particularly smart in the way the circular is written, and no especial smartness is needed. The idea is the principal thing and the most valuable thing. Most any kind of a circular sent out in this way would bring profitable returns. Of course, the better the circular, the better the results. The other circular is addressed to people whom the advertiser has reason to believe have been invited to some particular wedding. The circular suggests water colors as presents to the bride. It is earnest thoughtfulness of other people's needs which makes advertising profitable. Think out the needs of some particular class of people, and offer your services in this line, and the advertising is sure to be profitable. If it is done in that way, it is just as certain as anything else can possibly be in business. Think of the goods and of the advertisement from the standpoint of the purchaser, and you cannot go very far wrong.

READY-MADE ADS.

For a Grocer—(By A. T. Diets).

By Chance

we might serve any woman once, but when we serve the same woman repeatedly—that is to say—regularly—it stands to reason that our groceries please them. We would like to add your name to the list of people that we make a particular effort to please. May we hope to do so?

For Cool Clothing.

**The coolest
dressed man in
town**

Is a "KENTUCKIAN"—he is stopping at the CARROLLTON—His physique is superb—it is displayed to the best advantage in his "HOME" PRODUCT—"KENTUCKY" TOW LINEN—he feels proud that old "KENTUCKY" has the honor of producing a fabric that so UNIVERSALLY meets the approval of his FELLOW-MAN—We make 'em for

**\$13 PER SUIT, OR
2 SUITS FOR \$25.**

Tailoring exclusively.

"We'll make 'em to fit you."

Look at our window.

MERTZ & MERTZ, BALTIMORE.

For a Shoemaker—(By A. T. Diets).

IF WE SHOD

every person that came into our shop but once, it would be only a matter of a short time until we would have shod every one that came our way, and we would be compelled to close our shop from sheer lack of patronage. Hence, we say regular customers are what we are angling for, and we will try to please every one that comes into our shop—not only with the shoes themselves, but in every possible way.

For Any Business.

OUR FINANCIAL SCHOOL.



Your Dollar
Elsewhere.



How Much It
Will Buy.



Your Dollar
Here.



How Much It
Will Buy.

For a Grocery—(By F. M. Tyson).

BANANAS.

Six large bunches just arrived—right straight from the tropics. Nice, big, yellow, melt-in-your-mouth bananas. They are riper than we thought they would be, so we've got to sell them quick. Step in on your way down-town. 1c. buys one; 12c. buys a dozen.

RICHARDS' CASH GROCERY.

MAIN ST.

For a Tailor—(By J. S. Meigs).

PARTICULAR PEOPLE . . .

are the ones I want to make Clothes for—people who are particular about having their garments made stylish, who insist on a perfect fit, who want skilled workmen to make them, who demand the best materials, who refuse to pay exorbitant prices.

I'm pretty particular myself. I select my workmen with great care, and strive that worthless materials shall never find their way into my store.

I'm particular, too, not to scare patrons away by outlandish prices.

We've Got It Down To a Science

—the knowledge of what papers pay best. We've spent nearly thirty years studying the subject.

This knowledge and our splendid facilities in other lines make advertising profitable to our clients.

Are you one of 'em?

If not, call, write or phone us.

Lord & Thomas,

**Newspaper and
Magazine Advertising,**

**45-47-49 Randolph St.,
CHICAGO.**



Will Have No Other.

OFFICE OF THE MORNING STAR, }
ROCKFORD, ILL., June 27, 1895. }

Mr. Jonson, 8 Spruce St., New York.

DEAR SIR—Inclosed please find New York draft for \$20.00. Please ship us a barrel of your news ink. This, I think, is our third order, notwithstanding the fact that the other ink houses call your ink paint, lamp black, etc. It has always answered our purpose and *our pressman will have no other.* Ship at once.

Yours very truly,

THE STAR COMPANY,

Roscoe Chapman, Bus. Mgr.

All news inks are composed of the same raw materials. It is the process of putting them together that makes one brand superior to another.

The great secret of my trade, after all, is to be found in the fact that my inks are *the best in the world*, and are sold with the distinct understanding that they must be perfectly satisfactory or I will buy them back. I have no agents. I keep no books. My prices are always advertised, and I always secure the cash in advance.

Send for my beautiful price list.

ADDRESS

PRINTERS INK JONSON,

8 Spruce St., New York.

Agreeably ...Fooled

OFFICE OF
THE WISCONSIN STATE REGISTER,
PORTAGE, WIS., June 21, 1895. }

Mr. Jonson, New York.

DEAR SIR—Some time ago I bought a sample of your news ink. *I was afraid to buy it—thought it too cheap to be good. Thought you bragged too much about it. Thought I was foolish to allow myself to be gulled by the sweet sound of your ads.*

The ink was all right. Foreman liked it. Paper looks well. Ink gives same satisfaction as higher priced inks—no better, because I have always believed in having the best.

Same is true of your job inks.

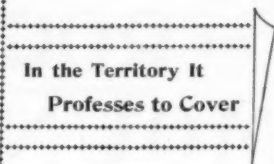
That's why I inclose \$5.00 for a hundred-pound keg. Ship by freight. Send a stiff ink—foreman likes it heavy.

Yours truly, MAURICE GOODMAN.

There are numerous other publishers throughout the country who think as Mr. Goodman did, but are afraid to risk sending an order. I guarantee every ink I sell and if the goods are not found as represented, I am always ready to refund the money. I can afford to sell at my figures. I have no agents and keep no books. My terms are strictly cash with the order, and consequently I make no bad debts.

Send for my price list. Address

PRINTERS INK JONSON,
8 SPRUCE ST., NEW YORK.



IF YOU DON'T
YOU MUST BE

A Blind Person

But even then you would know all about it, because

**Everybody Talks
About It** —

and even the blind can find out that

The Chicago Dispatch

By Joseph R. Dunlop, *

is read and appreciated by everybody
in and about Chicago, and it carries
advertisers into

THE MINDS OF THE MASSES.

...THE CIRCULATION OF...

...THE **ROCKY
MOUNTAIN
NEWS**

For 1894 averaged

23,056 Copies Daily

and the publishers of

**THE AMERICAN NEWSPAPER
DIRECTORY**

will guarantee this circulation to be

**The Largest
in Colorado.**

THE ROCKY MOUNTAIN NEWS,

DENVER, COLORADO.

OR HENRY BRIGHT,
43 AND 44 TRIBUNE BLDG.,
NEW YORK.

The
Inter-mountain
Pride.

...The
**Salt Lake
Tribune**

*The
Best
Paper*

With the Largest Circulation.

... BETWEEN ...

DENVER AND SAN FRANCISCO.

IT IS NOT ONLY READ BY ALL MORMONS BUT BY
EVERYBODY ELSE AS WELL.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

The Rookery, Chicago. Tribune Building, New York.

Thos. W. Keene

states in a
recent interview:

"I often read the advertisements in the panels of the street cars. They are concocted in such a humorous, peculiar style that one cannot help having his attention called to them, especially when he has nothing to read and does not care to have a staring match with the passenger sitting opposite to him."

Mr. Keene is Right,
and in order to have your

Street Car Advertising

Properly
Placed

^{consult}
Carleton & Kissam

Addresses on opposite page.

You Want— Street Car Advertising

Because...

Everybody Reads the Ads.

You have only to share attention with 16 to 20 others.

Every position is a preferred one.

You can *figure circulation* with absolute certainty.

But if you do it you want to do it RIGHT!

Both as to rates, service and reliability.

.... **Consequently**
Consult 

Carleton & Kissam

50 Bromfield St., Boston.

Postal Telegraph Bldg., New York.

9,000 Full-Time Cars.



Behold the fool saith, "put not all thine eggs in one basket," which is but a manner of saying "scatter your money and your attention," but the wise man saith, "put all thine eggs in the one basket and—watch that basket."—PUDD'N-HEAD WILSON.

We have been in the advertising business for 30 years. We know the value and standing of every publication in America. We know these things better than it is possible for any one else to know them.

We can get up a series of better ads than you ever had before and place them in the papers best suited to your business.

No other agency is in position to get as low rates as we do from publishers, for *no other agency* pays its bills so promptly. Publishers appreciate cash.

THE GEO. P. ROWELL ADVERTISING CO.,
10 Spruce Street, New York.